

UNIV. OF MD COLLEGE PARK

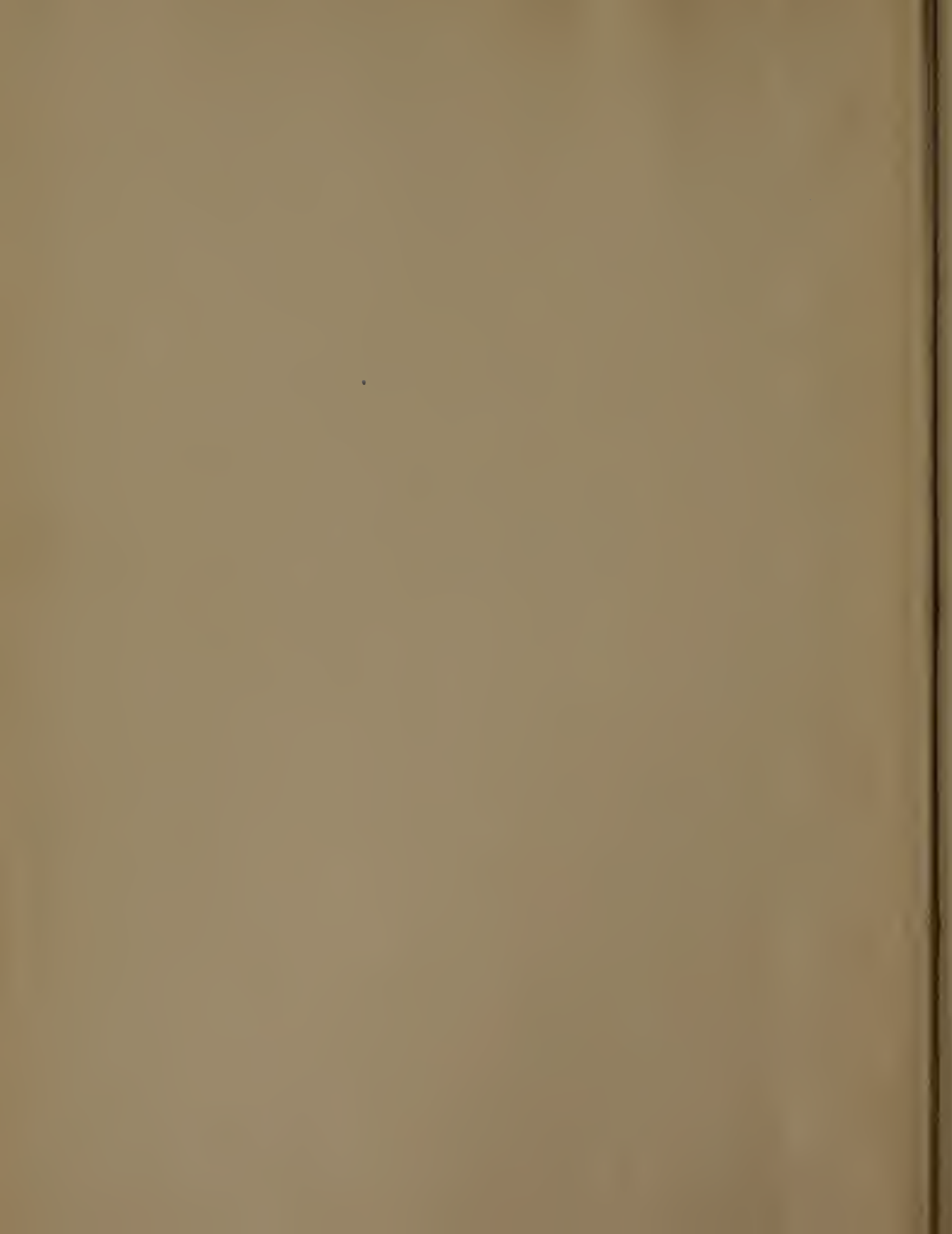


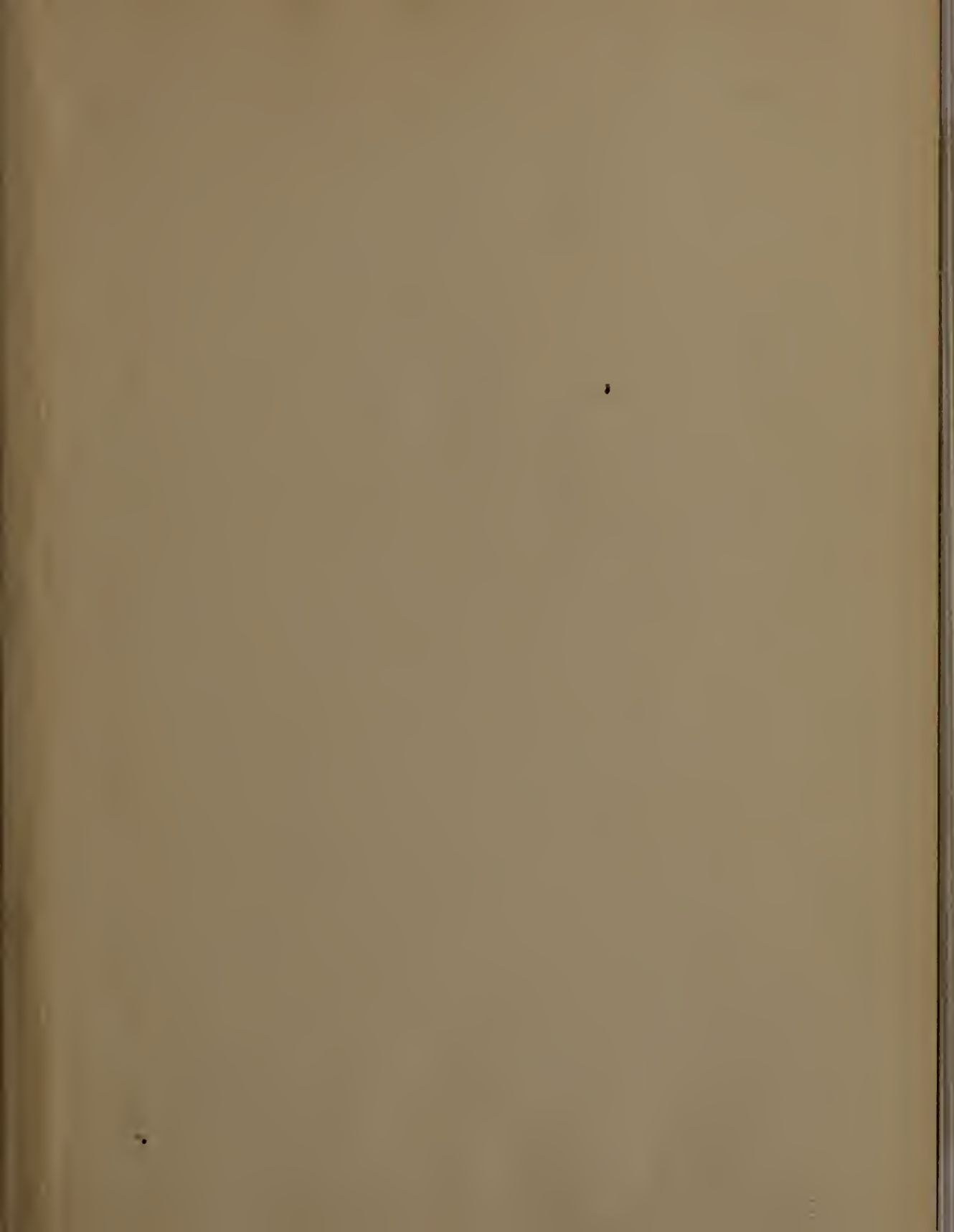
3 1430 05760169 4

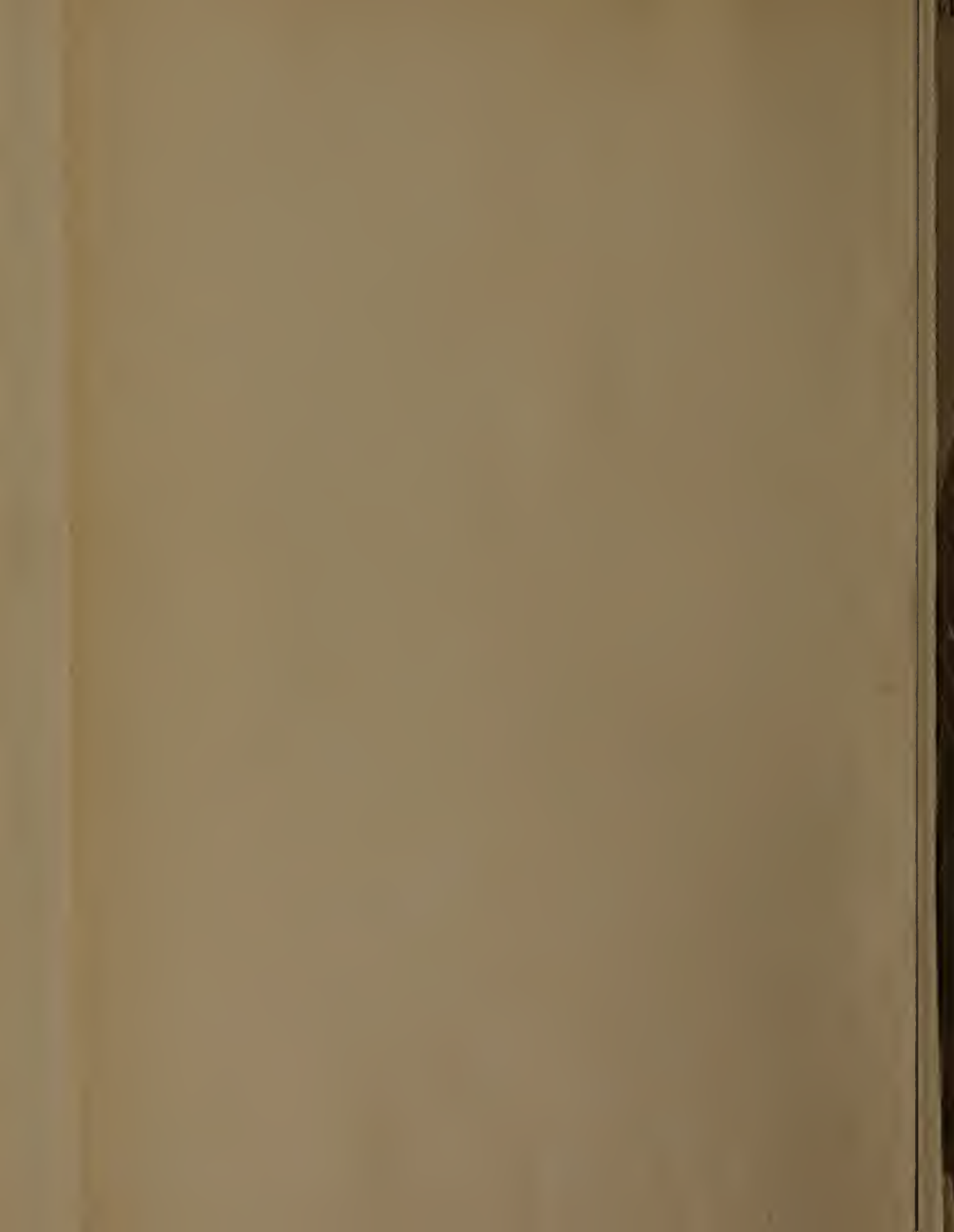
NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

BROADCAST PIONEERS LIBRARY
NAB Building
1771 N Street, N.W.
Washington, D.C. 20036

5/7/76



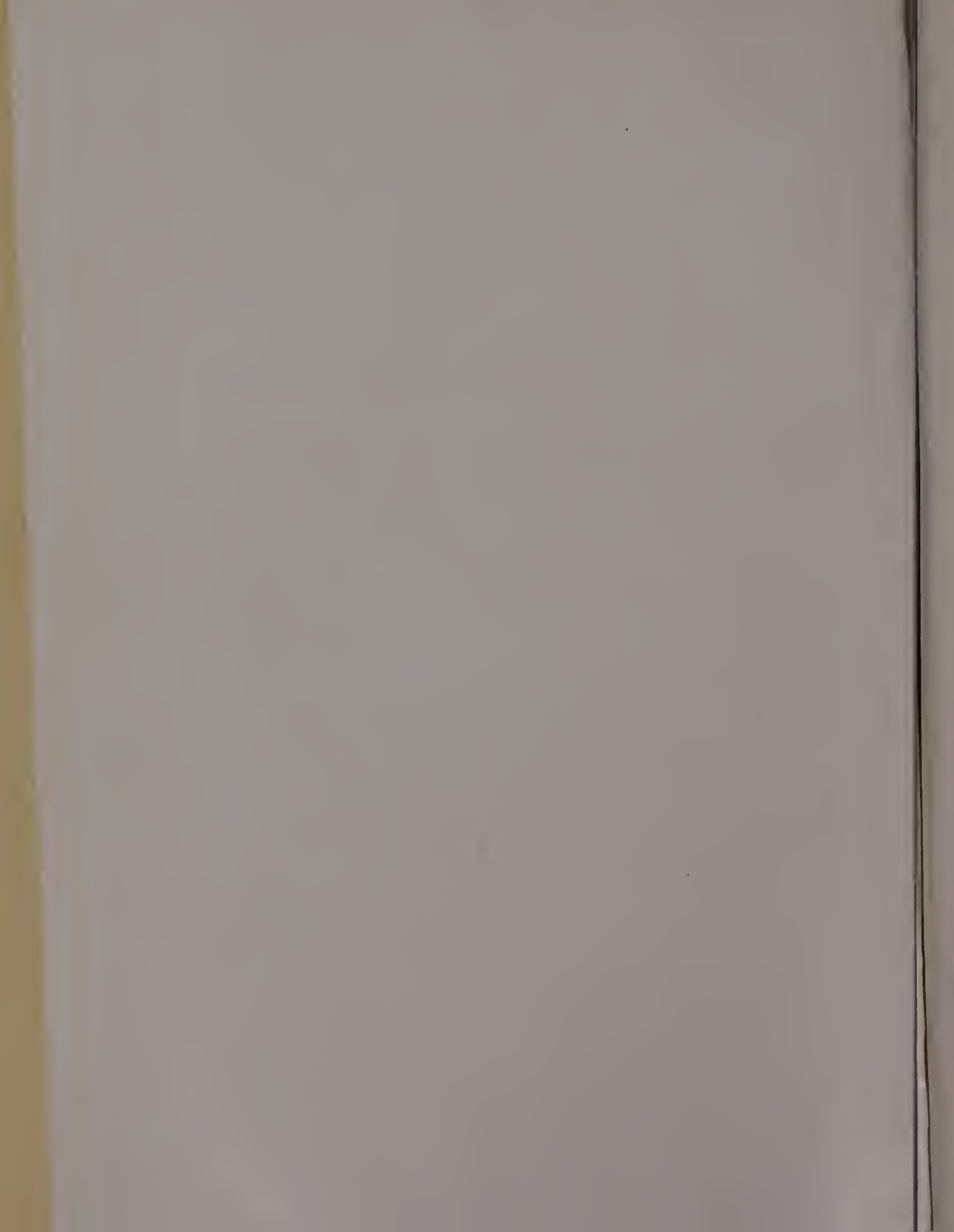




CBS PROGRAM BOOK • JANUARY, 1939



Dr. Roy Chapman Andrews and Dr. Walter Granger tell about dinosaurs on the CBS *American School of the Air* (see page 37).



JANUARY, 1939

**THE COLUMBIA
PROGRAM BOOK**

CBS SPONSORED PROGRAMS: pp. 3 to 24

CBS SUSTAINING PROGRAMS: pp. 25 to 47

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

INDEX: COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:

DeSoto, Dodge, Plymouth,
Chrysler motor cars Page 5

FORD MOTOR COMPANY:

Ford, Lincoln, Lincoln Zephyr . . Page 9

● CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:

Lucky Strike Cigarettes,
Half & Half Smoking Tobacco,
Roi-Tan Cigars Page 3

LIGGETT & MYERS TOBACCO COMPANY:

Chesterfield Cigarettes Page 15

P. LORILLARD COMPANY:

Old Gold Cigarettes Page 15

PHILIP MORRIS & COMPANY, LTD.:

Philip Morris Cigarettes Page 17

R. J. REYNOLDS TOBACCO COMPANY:

Camel Cigarettes,
Prince Albert Tobacco Page 19

U. S. TOBACCO COMPANY:

Dill's Best,
Model Smoking Tobacco Page 21

● CONFECTIONERY

CARDINET CANDY COMPANY, INC.:

Confectionery Page 5

EUCLID CANDY COMPANY:

Confectionery Page 9

PETER PAUL, INC.:

Mounds Candy Bars Page 23

WM. WRIGLEY JR. COMPANY:

Wrigley's Gum Page 21

● DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:

Edna Wallace Hopper Cosmetics . Page 3

ANACIN COMPANY:

Anacin Page 3

BAYER COMPANY:

Bayer Aspirin Page 3

A. S. BOYLE COMPANY:

Hill's Nose Drops Page 3

CAMPANA SALES COMPANY:

Italian Balm, Dreskin,
Coolies, D.D.D. Page 5

CHESEBROUGH MANUFACTURING COMPANY:

"Vaseline" preparations Page 5

COLGATE-PALMOLIVE-PEET COMPANY:

(See also *Laundry Soaps*)
Colgate Dental Cream,
Colgate Tooth Powder,
Palmolive Soap,
Palmolive Shave Cream,
Palmolive Brushless Shave . . . Page 5

INTERNATIONAL CELLUCOTTON

PRODUCTS CO.:

Kleenex Page 13

KOLYNOS COMPANY:

Kolynos Toothpaste Page 13

LADY ESTHER COMPANY:

Cosmetics Page 13

THE LAMBERT COMPANY:

Listerine Products,
Prophylactic Brushes Page 13

THOMAS LEEMING CO.:

Baume Bengué Page 23

LEVER BROTHERS COMPANY:

(See also *Foods; Laundry Soaps*)
Lux Toilet Soap Page 13
Lifebuoy Page 15

MENNEN COMPANY:

Mennen Drug Products Page 17

MCKESSON & ROBBINS, INC.:

Calox Toothpowder,
Solidified Albolene Page 15

NOXZEMA CHEMICAL COMPANY:

Noxzema Page 17

THE PROCTER & GAMBLE COMPANY:

(See also *Laundry Soaps; Foods*)
Ivory Soap, Drene Page 19

● **FOODS & BEVERAGES**

CAMPBELL SOUP COMPANY:
Campbell's Soups,
Beans, and Tomato Juice . Pages 5 and 23
CONTINENTAL BAKING COMPANY, INC.:
Wonder Bread,
Hostess Cake Page 7
B. FISCHER CO.:
Astor Coffee Page 23

GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
Calumet Baking Powder,
Diamond Crystal Salt,
Huskies, Post Toasties,
Postum, Sanka Coffee,
Swans Down Cake Flour. . Pages 9 and 11

GENERAL MILLS, INC.:
(See also Miscellaneous)
Corn Kix Page 11

HAWAIIAN PINEAPPLE COMPANY:
"Dole" Pineapple,
"Dole" Pineapple Juice Page 11

HORN & HARDART CO.:
Automats Page 23

KELLOGG COMPANY:
Kellogg's Corn Flakes Page 13

LEVER BROTHERS COMPANY:
(See also Drugs; Laundry Soaps)
Spry Page 15

LIGGETT DRUG CO.:
Fountain Service Page 23

PENICK & FORD, LTD.:
My-T-Fine Dessert Page 17

PET MILK SALES CORPORATION:
Pet Evaporated Milk Page 17

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Laundry Soaps)
Crisco Page 19

RALSTON PURINA COMPANY:
Cereal products Page 19

S AND W FINE FOODS, INC.:
Food products Page 21

● **LAUNDRY SOAPS & ACCESSORIES**

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Drugs & Toilet Goods)
Concentrated Super Suds Page 5

THE CUDAHY PACKING COMPANY:
Old Dutch Cleanser Page 7

GENERAL FOODS CORPORATION:
(See also Foods)
La France,
Satina Page 11

LEVER BROTHERS COMPANY:
(See also Drugs; Foods)
Rinso Pages 13 and 15

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Foods)
Chipso, Ivory, Oxydol Page 19

● **LUBRICANTS**

ETHYL GASOLINE COMPANY:
"Ethyl" gasoline Page 7

GULF OIL CORPORATION:
Motor Oil and Gas Page 11

RIO GRANDE OIL, INC.:
Petroleum products Page 19

THE TEXAS COMPANY:
"Texaco" products Page 21

● **MISCELLANEOUS**

BENEFICIAL MANAGEMENT CORP.:
Personal Finance Co. Page 3

BULOVA WATCH CO.:
Bulova Watches Page 23

E. I. DU PONT DE NEMOURS
& COMPANY:
Institutional Advertising Page 7

GENERAL MILLS, INC.:
(See also Foods)
Institutional Advertising Page 11

HOUSEHOLD FINANCE CORPORATION:
Personal Loan Service Page 11

INTERNATIONAL SILVER COMPANY:
1847 Rogers Bros. Silver Page 13

MELVILLE SHOE CO.:
Thom MeAn Shoes Page 23

MOTOR BOAT SHOW, INC.:
Motor Boat Show Page 23

OLSEN RUG CO.:
Olsen Rugs Page 23

All time listed on the following pages is current New York time unless otherwise indicated.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cosmetics
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobacco Roi-Tan Cigars
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin
BENEFICIAL MANAGEMENT CORP.	Personal Finance
A. S. BOYLE COMPANY	Hill's Nose Drops

PROGRAM	TIME	AGENCY	ON CBS*
The Romance of Helen Trent <i>Seriod drama</i> (Produced by A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	264 Weeks
Your Hit Parade The Rossman's Orchestra, Lawny Ross, Raymond Scott's Quartet, and the Songsmiths <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m. ORIGINATES: WABC	Lord & Thomas	139 Weeks
Meet Bernie and All the Lads with Lew Lehr <i>Musical and comedy</i>	Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 12 mid., 12-30 a.m. ORIGINATES: WABC	Young & Rubicam, Inc.	
Suppé Tucker and Her Show <i>Musical</i>	Mon., Wed., Fri. 6:45-7:00 p.m. ORIGINATES: WABC	Lord & Thomas	
One Gal, Sunday <i>Seriod drama</i> (Produced by OLYNDS COMPANY)	Mon., Tues., Wed. 12:15-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	100 Weeks
Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Drama</i>	Tuesday 7:30-8:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	331 Weeks
One Bartley's Daughters <i>Seriod drama</i> (Produced by A.S. Boyle Co.)	Mon. thru Fri. 2:00-2:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	63 Weeks
The Romance of Helen Trent <i>Seriod Drama</i> (Produced by BLACKETT-SAMPLE-HUMMERT, INC.)	Thurs. and Fri. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	139 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCTS
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CARDINET CANDY COMPANY, INC.	Confectionery
CHESEBROUGH MANUFACTURING COMPANY	"Vaseline" preparations
CHRYSLER CORPORATION	Chrysler DeSoto Dodge Plymouth
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave Concentrated Super Suds

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS*
First Nighter with Barbara Luddy and Lee Truax <i>Drama at the "Little Theater of Long Square"</i>	Friday 8:00-8:30 p.m. ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	13 Weeks
Campbell Playhouse Orson Welles, director; and guest stars <i>Dramatizations</i>	Friday 9:00-10:00 p.m. ORIGINATES: WABC	Ward Wheelock Company	212 Weeks
Flight Editor with Hal Bordirk <i>Dramatic Narrations</i>	†Saturday 7:45-8:00 p.m. PST ORIGINATES: KSEO	Tomaslke-Elliott, Inc.	11 Weeks
Dr. Christian starring Joan Hersholt <i>Humor</i>	Tuesday 10:00-10:30 p.m. ORIGINATES: WABC	McCann-Erickson, Inc.	38 Weeks
Major Bowes' Amateur Hour <i>Interviews with Major Bowes in Major-of-Ceremonies</i>	Thursday 9:00-10:00 p.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	147 Weeks
Edgar Ask-It Basket Jim McWilliams, MC <i>Questions and answers</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	38 Weeks
Long Hunters <i>Periodic dramatizations</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC		146 Weeks
Mary and Marge <i>with Drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. ORIGINATES: WABC		147 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
COLGATE-PALMOLIVE-PEET COMPANY <i>(Continued)</i>	Palmolive Soap Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
E. I. DU PONT DE NEMOURS & COMPANY	Institutional Advertising
ETHYL GASOLINE CORP.	"Ethyl" Gasoline

PROGRAM	TIME	AGENCY	ON CBS*
Hilltop House Starring Bess Johnson <i>Dramatic serial</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	150 Weeks
Stepmother <i>Dramatic serial</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	88 Weeks
The Wonder Show Starring Jack Haley, Lucille Ball, Virginia Verrill, Artie Auerbach and Ted Fiorito's Orchestra <i>Music and comedy</i>	Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. ORIGINATES: KNX	Benton & Bowles, Inc.	197 Weeks
Pretty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. ORIGINATES: WABC		
Bachelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WBBM	Roche, Williams & Cunningham, Inc.	209 Weeks
Cavalcade of America Thomas Chalmers, Narrator, Federal Heister, Commentator; The "Vanguard" Orchestra and dramatic cast	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	146 Weeks
Varsity Time Starring Walter O'Keefe Major K. Sarantak's Orchestra, Ray Thompson's Rhythm Singers and guest stars <i>Staged variety</i>	Thursday 10:00-10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	Starts Jan. 12

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
<p>EUCLID CANDY COMPANY OF CALIFORNIA, INC.</p>	<p>Confectionery</p>
<p>FORD MOTOR COMPANY</p>	<p>Ford Lincoln Lincoln Zephyr</p>
<p>GENERAL FOODS CORPORATION</p>	<p>Sanka Coffee</p> <p>Huskies</p> <p>Calumet Baking Powder Swans Down Cake Flour</p> <p>Post Toasties</p>

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
Knox Manning <i>Commentator</i>	Monday 5:45-6:00 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	58 Weeks
Sunday Evening Hour Ford Symphony Orchestra and Chorus, Fritz Reiner, conductor* <i>Guest Soloists:</i> JAN. 1, Lily Pons JAN. 8: Georges Enesco JAN. 15: Jussi Bjoerling JAN. 22: Helen Jepson JAN. 29: Richard Taubert <i>Symphonic music, and talks by</i> <i>W. J. Cameron</i> *Nov. Jan. 22, Wilfred Pelelies guest conductor.	Sunday 9:00-10:00 p.m. ORIGINATES: WJR	N. W. Aver & Son, Inc.	248 Weeks
We, the People with Gabriel Heatter, Harry von Zell and Guests <i>Analysis reported</i>	Tuesday 9:00-9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	201 Weeks
Ike Penner with Dick Ryan, Gay Stalenskie, Tommy Lane, Margaret Brayton, Guy Atwell and Ben Pollack's Orchestra <i>Comedy and music</i>	Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 8:30-9:00 p.m. PST ORIGINATES: KNX	Benton & Bowles, Inc.	
Kate Smith Hour with Abbott and Costello, comedians; "The Aldrich Family," comedy serial, Ted Strasser, Cliff, Jack Miller's Orchestra and guest stars <i>Comedy show</i>	Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 11:30-12:30 a.m. ORIGINATES: WABC	Young & Rubicam, Inc.	
Sam & Brown with Frank Gill and Bill Dooling, comedians, Paula Winslow, "See you at McCrea, vocalist and Gerry Storch's Orchestra <i>Comedy and music</i>	Saturday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. ORIGINATES: KNX	Benton & Bowles, Inc.	201 Weeks

*The figures indicate the total number of weeks
 in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
<p>GENERAL FOODS CORPORATION <i>Continued</i></p>	<p>La France Satina</p> <p>Diamond Crystal Salt</p> <p>Postum</p>
<p>GENERAL MILLS, INC.</p>	<p>Institutional Advertising</p> <p>Corn Kix</p>
<p>GULF OIL CORPORATION</p>	<p>Motor Oil and Gas</p>
<p>HAWAIIAN PINEAPPLE COMPANY</p>	<p>"Dole" Pineapple "Dole" Pineapple Juice</p>
<p>HOUSEHOLD FINANCE CORPORATION</p>	<p>Personal Loan Service</p>

†Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
Mary Margaret McBride <i>Radio columnist</i>	Mon., Wed., Fri. 12:00-12:15 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	201 Weeks
Nate Smith—Noonday Chats <i>News and features</i>	Tues., Thurs., Sat. 12:00-12:15 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	
Lum and Abner <i>Serial drama</i>	Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	
Saltenborn Comments <i>News</i> (Starts Jan. 1)	Sunday 10:30-10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	441 Weeks
The Grouch Club with Jack Lesconlie <i>Comedy</i>	#Tuesday 9:30-10:00 p.m. PST ORIGINATES: KNX	Blackett-Sample-Hummert, Inc.	
Hollywood Guild with stars of stage and screen and Oscar Bradley's Orchestra <i>Original dramatic production</i>	Sunday 7:30-8:00 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	255 Weeks
Honolulu Bound starring Phil Baker and company <i>Comedy musical</i>	Saturday 9:00-9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	Starts Jan. 14
It Can Be Done with Edgar A. Guest, Frankie Masters' Orchestra, Maxon Francis and Dramatic Cast <i>Comedy and drama</i>	Wednesday 10:00-10:30 p.m. ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	52 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
INTERNATIONAL SILVER COMPANY	1847 Rogers Bros. Wm. Rogers & Son
KELLOGG COMPANY	Kellogg's Corn Flakes
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap Rison

PROGRAM	TIME	AGENCY	ON CBS
Her Honor, Nancy James <i>Starring Barbara Weeks and Fred Weyer</i> <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. <small>ORIGINATES: WABC</small>	Lord & Thomas	78 Weeks
Silver Theater <i>Conrad Nagel, narrator-director,</i> <i>with guest stars of stage and screen</i> <i>Dramatic</i>	Sunday 6:00-6:30 p.m. <small>ORIGINATES: KNX</small>	Young & Rubicam, Inc.	61 Weeks
Howie Wing <i>Amusement Adventure</i>	Mon. thru Fri. 6:15-6:30 p.m. <i>Rebroadcast</i> 8:15-8:30 p.m. <small>ORIGINATES: WABC</small>	J. Walter Thompson Company	36 Weeks
Star Gal, Sunday <i>Seriel drama</i> <small>Star Gal ANACIN COMPANY</small>	Thurs. and Fri. 12:45-1:00 p.m. <small>ORIGINATES: WABC</small>	Blackett-Sample-Hummert, Inc.	367 Weeks
Tony Lombardo and his Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. <small>ORIGINATES: WABC</small>	Lord & Thomas	264 Weeks
Grand Central Station <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. <small>ORIGINATES: WABC</small>	Lambert & Feasley, Inc.	78 Weeks
The Lux Radio Theatre <i>Best stars of stage and screen</i> <i>Quincy, Carol B. DeMille, director</i>	Monday 9:00-10:00 p.m. <small>ORIGINATES: KNX</small>	J. Walter Thompson Company	162 Weeks
The Town <i>Starring Edward G. Robinson,</i> <i>and Claire Trevor</i> <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-12 a.m. <small>ORIGINATES: KNX</small> <small>REB. JAN. 10: WABC</small>	Ruthrauff & Ryan, Inc.	127 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

PROGRAM	TIME	AGENCY	ON CBS*
Al Jolson Show with Martha Raye, Parkyakarkus, and Gluskin's Orchestra. Guest Stars <i>(comedy and music)</i>	Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	127 Weeks
Big Sister with Alice Frost and Martin Gabel <i>(musical drama)</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC		120 Weeks
Saint Jenny's Real Life Stories <i>(Dramatic)</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC		102 Weeks
Paul Whiteman and his Orchestra , with Joan Edwards, The Modernaires and Fred Uttal <i>(Musical Variety)</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC	Newell-Emmett Co., Inc.	311 Weeks
Dorsey and Allen with Frank Parker, Ray Noble's Orchestra and Paul Douglas <i>(comedy and vocal)</i>	Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: KNX		
Melody and Madness with Helen Barkley, Artie Shaw and His Orchestra and Bill & Todd, vocalists <i>(variety)</i>	Sunday 10:00-10:30 p.m. ORIGINATES: WABC	Lennen & Mitchell, Inc.	216 Weeks
Archie Jordan, Girl Interne <i>(situation comedy)</i>	Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	61 Weeks

* The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
MENNEN COMPANY	Mennen drug products
NOXZEMA CHEMICAL COMPANY	Noxzema
PENICK & FORD, LTD.	My-T-Fine Dessert
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
The People's Vote with Sam Hayes	†Monday 8:00-8:15 p.m. PST ORIGINATES: KNX	H. M. Kieseewetter Advertising Agency	26 Weeks
Professor Quiz with Bob Trout	Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	34 Weeks
The Mighty Show <i>Big top drama</i>	Mon. thru Fri. 5:45-6:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	42 Weeks
Saturday Night Serenade Mary Eastman, soprano; Bill Perry tenor and Gustav Hammeben's Orchestra and Chorus <i>Vocalist</i> Mary Lee Taylor lamp comedian <i>Household advice</i>	Saturday 9:30-10:00 p.m. ORIGINATES: WABC Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1-45, 2:00 p.m. ORIGINATES: KMOX	Gardner Advertising Company	269 Weeks
Johnny Presents Stan Morgan's Orchestra*, Jack Johnson's Dramatizations, Francis X. Gary, Genevieve Raft, "Beverly", Gloria Green, Ray Blich's Swing 14 <i>Comedy and dramatic interludes</i> Song No. 25 Johnny Green's Orchestra	Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC	The Biow Company, Inc.	120 Weeks

* The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCTS
THE PROCTER & GAMBLE COMPANY	Oxydol Ivory Chipso Crisco Drene
RALSTON PURINA CO.	Cereal products
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco
RIO GRANDE OIL, INC.	Petroleum Products

‡Columbia Pacific Network Only
 ††Columbia California Network Only

PROGRAM	TIME	AGENCY	ON CBS*
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	213 Weeks
Life Can Be Beautiful <i>Serial drama</i>	1:15-1:30 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Road of Life <i>Serial drama</i>	1:30-1:45 p.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
This Day Is Ours <i>Serial drama</i>	1:45-2:00 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Jimmie Fidler <i>Hollywood commentator</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 10:30-10:45 p.m. ORIGINATES: KNX	H. W. Kastor & Sons	
The Inside Story <i>Musical, dramatic</i>	†Thursday 8:00-8:30 p.m. PST ORIGINATES: WBBM	Gardner Advertising Company	4 Weeks
Eddie Cantor's Camel Caravan with Bert Gordon, Sid Fields and Edgar Fairchild's Orchestra <i>Comedy and music</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: WABC BEG. JAN. 16, KNX	William Esty & Company, Inc.	287 Weeks
Benny Goodman's Orchestra <i>Music and guests</i>	Tuesday 9:30-10:00 p.m. ORIGINATES: WABC		
Callup All Cars <i>Vehicle dramatizations</i>	††Friday 7:30-8:00 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	99 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Goods
THE TEXAS COMPANY	"Texaco" products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WM. WRIGLEY JR. COMPANY	Wrigley's Gum

†Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
I Want A Divorce <i>Dramatic</i>	†Sunday 7:30-7:45 p.m. PST ORIGINATES: KSFO	Emil Brisacher and Staff	11 Weeks
Lasaco Star Theater John Barrymore, MC; Charlie Chaplin, Frances Langford, Red Sparks, Kenny Baker, Harry Simeone's Chorus, David Broekman's Orchestra <i>Musical variety, dramatic</i>	Wednesday 9:00-10:00 p.m. ORIGINATES: KNX	Buchanan & Company, Inc.	90 Weeks
Moderns Minstrels Pick and Pat in Pipe Smoking Time, Paul Double Quartet and orchestra <i>"Musical face" comedies and music</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:50-12 mid ORIGINATES: WABC	Arthur Kudner, Inc.	187 Weeks
Limelight to Hollywood <i>Motion picture talent quest</i> (Series Jan. 8)	Sunday 6:30-7:00 p.m. ORIGINATES: KNX	Frances Hooper Advertising Agency	344 Weeks
Mailbaggood Business <i>Comed drama</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 3:00-3:45 p.m. ORIGINATES: WRBM	Neisser-Meyerhoff, Inc.	

*The figures indicate the total number of weeks in which the client has used CBS facilities.

WABC SPONSORED PROGRAMS

CLIENT	PRODUCT
ANNUAL MOTOR BOAT SHOW	Motor Boat Shows
BULOVA WATCH CO.	Bulova Watches
CAMPBELL SOUP CO.	Soups
B. FISCHER COMPANY	Astor Gallery
HORN & HARDART CO.	Automat Restaurants
LIGGETT DRUG CO., INC.	Fountain Service
MELVILLE SHOE COMPANY	Thomas McAn Shoes
OLSEN RUG CO.	Olsen Rugs
PETER PAUL, INC.	Monroe's Credit Card
THOMAS LEEING CO.	Harrison Ubbrore

PROGRAM	TIME	AGENCY	ON WABC
Early Evening News	Fri. thru Thur. 6:00-6:05 p.m.	Chas. J. Cutajar	Jan. 6th thru 12th
Time Signals	Mon. thru Sun. 10 Times daily	The Biow Company	486 Weeks
Early Evening News	Mon. thru Sat. 6:00-6:05 p.m.	Ward Wheelock Co.	Starts Jan. 16
The Morning Almanac, featuring Phil Cook	Tues., Thurs., Sat. 7:30-7:15 a.m.	Neff-Rogow, Inc.	Starts Jan. 10
Children's Hour	Sunday 10:30-11:30 a.m.	The Clements Co.	103 Weeks
The Morning Almanac featuring Phil Cook	Mon., Wed., Fri. 7:30-7:15 a.m.	Neff-Rogow, Inc.	Starts Jan. 16
Early Morning News	Mon. thru Sat. 7:15-8:00 a.m.	Neff-Rogow, Inc.	1 Weeks
Midweek Program	Mon., Wed., Fri. 8:05-8:10 a.m.	Presba, Fellers & Presba, Inc.	Starts Jan. 23
Midweek in the News	Mon. thru Sat. 8:00-8:05 a.m.	Platt-Forbes, Inc.	11 Weeks
Midweek Maxwell featuring Phil Cook	Tues., Thurs., Sat. 9:00-9:15 a.m.	Win. Esty & Co., Inc.	37 Weeks

*The figures indicate the total number of weeks in which the client has used WABC facilities.

CBS SUSTAINING PROGRAMS

The programs "BY COLUMBIA" for January are planned within a triple frame of *Interest*, *Timeliness*, and *Balance*. This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these ten classifications:

1. PUBLIC AFFAIRS *Page 26*
2. SPECIAL EVENTS *Page 28*
3. DRAMATIC SERIES *Page 29*
4. SERIOUS MUSIC *Page 31*
5. EDUCATIONAL PROGRAMS *Page 35*
6. CHILDREN'S PROGRAMS *Page 39*
7. RELIGIOUS BROADCASTS *Page 40*
8. PERSONALITIES *Page 42*
9. LIGHT MUSIC *Page 43*
- ADDENDA: DECEMBER PROGRAMS *Page 45*

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
President's Message to Congress 1:00-1:15 p.m. WEDNESDAY, JANUARY 1	President Roosevelt's annual message to Congress is broadcast to the nation by CBS. Following the message, Bob Trout interviews various Congressmen for their reactions.
Jackson Day Tea 5:00-5:15 p.m. SATURDAY, JANUARY 7	Mrs. Franklin D. Roosevelt speaks to a gathering of women in Washington at the Jackson Day tea, preceding the dinner.
Jackson Day Dinner 9:30-10:00 p.m. SATURDAY, JANUARY 7	President Roosevelt and Postmaster-General Farley speak from the Mayflower Hotel, Washington, during the Jackson Day dinner.
Representative Martin 10:45-11:00 p.m. TUESDAY, JANUARY 10	Representative Joseph W. Martin (R) of Massachusetts discusses "The Republican Objectives in this Session of Congress."
Governor Stassen 10:45-11:00 p.m. THURSDAY, JANUARY 12	Governor Harold E. Stassen (R) of Minnesota speaks to the national radio audience following his inaugural at St. Paul.
Senator Wiley 2:15-2:30 p.m. SATURDAY, JANUARY 14	Senator Alexander Wiley (R) of Wisconsin, a freshman recruit to the Senate, talks at a lunch of the Women's National Republican Club.
Jan Masaryk 6:15-6:30 p.m. SATURDAY, JANUARY 14	Jan Masaryk, former Czechoslovakian Minister to London, addresses the National Conference for Palestine, in Washington.
Col. Louis Johnson 10:45-11:00 p.m. TUESDAY, JANUARY 17	Assistant Secretary of War, Colonel Johnson addresses an aeronautical conference in St. Louis on "American Wings."

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p>"Bull Session" 1:00-1:30 p.m. SATURDAY, JANUARY 11 AND 21</p>	<p>Students from a group of mid-western universities, including Chicago, Northwestern, De Pauw and others, hold an informal discussion on lively subjects, in Chicago.</p>
<p>"Un-American Activities" 10:15-11:00 p.m. THURSDAY, JANUARY 19</p>	<p>A representative of the American Civil Liberties Union discusses the work of the Committee Investigating Un-American Activities, headed by Representative Dies.</p>
<p>A. L. Altmeyer 10:15-11:00 p.m. THURSDAY, JANUARY 26</p>	<p>A. L. Altmeyer, chairman of the Social Security Board, discusses the board's work, from Washington.</p>
<p>Saluting the World's Fair 1:30-2:00 p.m. EACH SUNDAY</p>	<p>The rulers and heads of seventeen nations join in a weekly series of salutes to the New York World's Fair 1939. The schedule for January:</p> <p>JANUARY 1: Finland. JANUARY 8: Ireland. JANUARY 15: Denmark. JANUARY 22: Netherlands. JANUARY 29: U.S.S.R.</p>
<p>Current Questions Before Congress <i>The Senate</i>—5:00-5:15 p.m. EACH TUESDAY <i>The House</i>—5:00-5:15 p.m. EACH THURSDAY</p>	<p>Leading members of the Senate and of the House of Representatives discuss, in separate weekly broadcasts, current legislation and business under consideration by their bodies. Speakers are selected for their special knowledge of the issues involved.</p>
<p>"Today" with Bob Trout 6:00-6:15 p.m. MONDAY THROUGH SATURDAY</p>	<p>Bob Trout, Columbia's ace reporter, tells a nightly story of what's going on in the world in his accurate news broadcasts.</p>

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p>Orange Bowl Football Game 2:15-5:00 p.m. MONDAY, JANUARY 2</p>	<p>The football season comes to a close under the shining sun in Miami, where Ted Husing, minus an overcoat and plus a coat of tan, describes the moist efforts of the unbeaten Tennessee and Oklahoma teams to sully each other's record.</p>
<p>"Forecasting 1939" 5:15-5:45 p.m. MONDAY, JANUARY 2</p>	<p>Seers from Columbia, including H.V. Kaltenborn, Edward R. Murrow, Bob Trout and William R. Shirer, in Geneva, Switzerland, join with prophets from King Features and International News Service, including Miss Prunella Wood, George R. Holmes, James R. Young and B. C. Forbes, in foretelling what is to happen in 1939 to everything from the map of the world to milady's hats.</p>
<p>Colorado River Aqueduct 4:00-4:30 p.m. SATURDAY, JANUARY 7</p>	<p>The initial diversion of water into the first leg of the giant Colorado River Aqueduct, from the river to Gene Basin Reservoir, is described from four different points en route. Senator Hiram W. Johnson (R) of California, "father" of the dam, speaks briefly from Washington.</p>
<p>Inaugural Handicap 4:00-4:15 p.m. WEDNESDAY, JANUARY 11</p>	<p>Busily engaged in acquiring his mid-winter sunburn, Bryan Field steals away from his cabana long enough to recount with brilliant accuracy the running of the Inaugural Handicap, at Hialeah Park, Miami.</p>

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

PROGRAM AND TIME

The Columbia Workshop

10:00-10:30 p.m.

THURSDAY, JANUARY 5

10:30-11:00 p.m.

MONDAYS, BEG. JANUARY 9

DESCRIPTION

The Columbia Workshop, now in its third year, presents unusual radio dramas, employing the latest broadcasting techniques.

JANUARY 5: "Maxie Makes a Splash," an adaptation by Leslie Urbach of Arnold Manoff's short story, directed by William N. Robson.

JANUARY 9: "Forgot in the Rain," an original drama by William Merrick, directed by Brewster Morgan.

JANUARY 16: "Mr. Whipple Is Worried," an original comedy by James Frederick, directed by Mr. Morgan.

JANUARY 23: "Sooth," a short story by Wilbur Daniel Steele, adapted by Sylvia Marks, NYU student and directed by Mr. Robson.

JANUARY 30: "Now Playing Tomorrow," an original comedy drama by Arthur Laurents, student at NYU in Mr. Robson's class. Mr. Robson directs.

Ray Collins in "County Seat"

7:00-7:15 p.m.

MONDAY THRU FRIDAY

Ray Collins, one of radio's foremost actor stars in this new dramatic series as "Doc Hackett, small town druggist. The story of "County Seat," written by Milton Geiger and directed by Norman Corwin, delineates a character who has a genius for getting tangled in the lives of people who cross his path.

**DRAMATIC
SERIES**

PROGRAM AND TIME	DESCRIPTION
<p>Men Against Death 2:00-2:30 p.m. EACH SATURDAY 2:30-3:00 p.m. SATURDAY, JANUARY 11</p>	<p>The heroes of Paul de Kruif's well-known books are brought to life in dramas presented in association with the Federal Theater's Radio Division. William N. Robson directs. Lawrence Bearson adapts. Charles Paul is organist.</p> <p>JANUARY 7: Banting - Who Found Insulin. JANUARY 11: Minot - Against Death. JANUARY 21: Spencer - In the Happy Valley. JANUARY 23: Evans - Death in Milk.</p>
<p>Norman Corwin's "Words Without Music" 5:00-5:30 p.m. EACH SUNDAY</p>	<p><i>Words Without Music</i> was introduced in a Columbia Workshop performance. Directed by Norman Corwin, these unusual programs experiment with the drama of words and aim to vitalize poetry for a larger audience.</p> <p>JANUARY 1: "The Highwaymen," by Alfred Noyes. JANUARY 8: "Jazz Oratorio," an original by Norman Corwin. JANUARY 15: Robert Browning's "Pied Piper Of Hamelin." JANUARY 22: First performance of spirituals without music, including works by James Weldon Johnson. JANUARY 29: Trial scene from "Scarlet Anne," by Theda Kenyon.</p>
<p>Four Corners Theater 10:30-11:00 a.m. EACH SATURDAY</p>	<p>Drama which has played to America's rural audiences in more performances than the greatest Broadway hits is featured on the stage of Columbia's <i>Four Corners Theater</i>; produced by Earle McGill.</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Curtis Institute of Music 3:00-4:00 p.m. EACH MONDAY</p>	<p>The Curtis Institute of Music is presenting a series of thirty Monday concerts in its tenth consecutive season on CBS. Distinguished faculty members and students perform. Chamber music groups are directed by Dr. Louis Bailly and the Curtis Symphony Orchestra is conducted by Fritz Reiner. A new feature is music commentary by students of the Institute.</p>
<p>Story of the Song 3:30-4:00 p.m. EACH TUESDAY</p>	<p>Each week outstanding singers of the concert stage are presented in selections from the treasury of songs in English. Genevieve Rowe, soprano; Ruth Carhart, contralto; Morton Bowe, tenor and Hubert Hendrie, baritone are featured. On January 3, Irish Folk Songs.</p>
<p>Cincinnati Symphony Children's Concert 3:30-4:30 p.m. TUESDAY, JANUARY 10</p>	<p>Eugene Goosens directs the Cincinnati Symphony Orchestra in the third of five Tuesday young people's concerts. The program includes works by Bach, Tchaikowsky, Bizet, Grainger, Saint-Saëns and Wagner.</p>
<p>"Music for Fun" 5:00-5:30 p.m. EACH TUESDAY</p>	<p>Music designed to please younger listeners as well as the family group is presented on this series under the direction of Howard Barlow. Children appear on each program to express their reactions to the music, with Wilhel Spiet acting as interviewer.</p>
<p>Keyboard Concerts 3:00-3:30 p.m. WEDNESDAY, JANUARY 25</p>	<p>Outstanding artists of all the keyboard instruments, from harpsichord to celeste, are presented on these programs.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME

**New York Philharmonic-
Symphony Orchestra**

3:00-5:00 p.m.

EACH SUNDAY

DESCRIPTION

The New York Philharmonic-Symphony Orchestra is now playing its ninth consecutive season as an exclusive Columbia Network feature. John Barbirolli, brilliant young English conductor, directs the concerts. Deems Taylor, Columbia's Music Consultant, is the program commentator. From Carnegie Hall this month:

JANUARY 1: *Schubert*: Symphony No. 5; *Glazounoff*: Concerto in A minor, MISHEL PIASTRO, violinist; *Johann Strauss*: Overtures to "Die Fledermaus" and "Der Zigeunerbaron," and "Joys of Life" Waltz.

JANUARY 8: *Schubert*: Five German Dances for Strings; *Sibelius*: Concerto for Violin, GUILA BUSTABO, violinist; *Debussy*: Preludes and Entr'actes to "Pelléas et Mélisande," Acts I, II, and IV; *Wagner*: Overture to "Tannhauser."

JANUARY 15: *Beethoven*: Overture to "Prometheus"; *Paderewski*: Polish Fantasia, ERNEST SCHELLING, pianist; *Schonberg*: "Transfigured Night"; *Debussy*: Petite Suite; *Mendelssohn*: "Italian" Symphony.

JANUARY 22: All *Tschaikowsky*: "Souvenir de Florence," Suite for Strings; Concerto for Violin, NATHAN MILSTEIN, violinist; Symphony No. 5.

JANUARY 29: GEORGES ENESCO, guest conductor, *Beethoven*: Overture to "Coriolanus"; *Enesco*: Symphonie Concertante for 'Cello and Orchestra, FELIX SALMOND, cellist; *Beethoven*: Symphony No. 7.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Columbia Concert Orchestra 3:30-4:00 p.m. EACH FRIDAY</p>	<p>Howard Barlow, Columbia's noted conductor leads the Columbia Concert Orchestra on Fridays. On January 6, Purcell, Handel, and Frank Bridge. On January 13, Corelli, Vivaldi, Tenaglia, and Mozart.</p>
<p>United States Army and Marine Bands 3:00-3:30 p.m. EACH THURSDAY AND FRIDAY</p>	<p>Band music is played each Thursday and Friday on Columbia in half-hour programs by the United States Army Band. On occasion the Marine Band alternates with Friday programs.</p>
<p>Columbia Chamber Orchestra FRIDAYS, 3:30-4:00 p.m.</p>	<p>Music for strings is played by the Columbia Chamber Orchestra under the direction of Leith Stevens.</p>
<p>Cincinnati Conservatory of Music 11:00 a.m.-12:00 noon EACH SATURDAY EXCEPT JANUARY 7</p>	<p>The Cincinnati Conservatory of Music presents its fourth season of symphonic concerts on CBS. Alexander von Kreisler arranges the programs and conducts the Conservatory symphony orchestra. Members of the artist faculty are featured each week as soloists.</p>
<p>New York Philharmonic Young People's Concert 11:00 a.m.-12:30 p.m. SATURDAY, JANUARY 14 AND 28</p>	<p>Ernest Schelling conducts the third and fourth in his series of six young people's concerts by the New York Philharmonic Symphony, broadcast by CBS exclusively.</p> <p>JANUARY 14: <i>Mendelssohn</i>: Overture to "Fingal's Cave," Violin Concerto (2nd and 3rd movements), GUILA BUSTABO, violinist; <i>Bethoven</i>: "Pastoral" Symphony (2nd movement).</p> <p>JANUARY 28: A program of music played by the Salzedo Harp Ensemble.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>Faure's "Requiem" 2:30-3:00 p.m. SUNDAY, JANUARY 15</p>	<p>A special performance of Faure's Requiem Mass is sung by the Broad Street Presbyterian Church Choir of Columbia, Ohio on Jan. 15th.</p>
<p>Bucknell Mixed Chorus 3:00-3:30 p.m. SATURDAY, JANUARY 21</p>	<p>The Mixed Chorus of Bucknell University School of Music gives a concert on the 75th anniversary of Dr. Robert Lowry, composer of hymns.</p>
<p>Indianapolis Symphony Orchestra 3:00-4:00 p.m. EACH WEDNESDAY</p>	<p>Fabien Sevitzky conducts the Indianapolis Symphony Orchestra in these hour concerts. JANUARY 4: <i>Bach</i>: Prelude and Fuge; <i>Chadwick</i>: Noel; <i>Dvorak</i>: Symphony No. 5. JANUARY 11: <i>Berlioz</i>: "Roman Carnival" Overture; <i>McCullin</i>: Two Preludes; <i>Sibelius</i>: Symphony No. 5; <i>Dukas</i>: The Sorcerer's Apprentice.</p>
<p>Columbia Concert Orchestra 10:30-11:00 p.m. MONDAY, JANUARY 2</p>	<p>Harriet Kohen, noted pianist, is heard in a concert of two works which were composed for her: Vaughan Williams' "Charterhouse Suite" and Arnold Bax's "Saga, Fragment."</p>
<p>League of Composers 3:00-3:30 p.m. TUESDAYS, JANUARY 17 THRU 31</p>	<p>These special concerts are arranged by the League of Composers. The programs of music by younger American composers will be heard from such regional points as Cleveland, San Francisco and Chicago and announced in detail later.</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION														
<p>CBS ADULT EDUCATION BOARD</p>	<p>Programs on this and the following pages are presentations of the Department of Education arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:</p> <table border="0"> <tr> <td>LYMAN BRYSON, <i>chairman</i></td> <td>SPENCER MILLER, JR.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCE</td> </tr> <tr> <td>ROBERT I. GANNON, S. J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALVIN S. JOHNSON</td> <td>RAY LYMAN WILBUR</td> </tr> <tr> <td>HENRY R. LUCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, <i>chairman</i>	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCE	ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LUCE	JOSEPH H. WILLITS
LYMAN BRYSON, <i>chairman</i>	SPENCER MILLER, JR.														
STRINGFELLOW BARR	RUTH BRYAN ROHDE														
WILLIAM BENTON	THOMAS V. SMITH														
HARRY WOODBURN CHASE	GEORGE EDGAR VINCE														
ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE														
ALVIN S. JOHNSON	RAY LYMAN WILBUR														
HENRY R. LUCE	JOSEPH H. WILLITS														
<p>"Americans at Work" 10:30-11:00 p.m. THURSDAY, JANUARY 5 7:00-7:30 p.m. EACH SATURDAY, BEGINNING JANUARY 11</p>	<p>Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and workshops throughout the land. The January schedule:</p> <p>JANUARY 5: Pullman Porter. JANUARY 14: Ship Worker. JANUARY 21: Cartoon Animator. JANUARY 28: Glass Worker.</p>														
<p>The People's Platform 7:00-7:30 p.m. EACH SUNDAY</p>	<p>Columbia presents a novel series in which typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinner during which solutions to current problems are sought through an exchange of ideas.</p> <p>JANUARY 8: "How Much Relief?" JANUARY 15: "Change the Wagner Act?" JANUARY 22: "What Should Be Our Foreign Policy?" JANUARY 29: "How Safe Are Civil Liberties?"</p>														

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>Of Men and Books 4:45-5:00 p.m. EACH TUESDAY</p>	<p>Current books and authors are discussed by Professor John T. Frederick of the Medill School of Journalism at Northwestern University.</p> <p>JANUARY 3: "Radio Writing," by Max Wylie. JANUARY 10: Books by Clark B. Firestone, Russell Lord and Florence Page Jaques. JANUARY 17: Books by Richard Hughes and Norbert Castaret. JANUARY 24: Books by Garetta Busey, Edith Eudora Kohl and David McLaughlin. JANUARY 31: "The Dissenting Opinions of Mister Westbrook Pegler."</p>
<p>Men Behind the Stars 5:15-5:30 p.m. EACH FRIDAY</p>	<p>The lives and discoveries of astronomers throughout the ages are dramatized in this series, presented by Prof. William H. Barton, Jr. of the Hayden Planetarium, and Hans Christian Adamson of the American Museum.</p> <p>JANUARY 6: Caroline Hershel. JANUARY 13: John Hershel. JANUARY 20: Adams. JANUARY 27: Levertier.</p>
<p>"Americans All— Immigrants All" 2:00-2:30 p.m. EACH SUNDAY</p>	<p>This new series dramatizes the outstanding contributions made by all races in building the America of today. John W. Studebaker, Commissioner of Education, supervises and Gilbert Seldes prepares the scripts.</p> <p>JANUARY 8: The Irish in the United States. JANUARY 15: Germans in the United States. JANUARY 22: Scandinavians. JANUARY 29: Closing Frontiers.</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>American School of the Air 2:30-3:00 p.m. MONDAY THRU FRIDAY</p>	<p>THE AMERICAN SCHOOL OF THE AIR is in its eleventh consecutive season on the Columbia Network. The January schedule:</p> <p style="text-align: center;"><i>Mondays—Frontiers of Democracy.</i></p> <p>JANUARY 9: Community Planning: "Recreation."</p> <p>JANUARY 16: Education: "Education and the Nation."</p> <p>JANUARY 23: "Children and Youth in a Democracy."</p> <p>JANUARY 30: (<i>Second Semester</i>) "Go With Young Man!"</p> <p style="text-align: center;"><i>Tuesdays—The Music of America.</i></p> <p>JANUARY 3: American Grand Opera.</p> <p>JANUARY 10 AND 17: American Symphony Music.</p> <p>JANUARY 24: Music Composed by American High School Students.</p> <p>JANUARY 31: (<i>Second Semester</i>) Music on the Friendly Arts—"Music and Dancing."</p> <p style="text-align: center;"><i>Wednesdays—This Living World</i></p> <p>JANUARY 4: Issues before the New Congress.</p> <p>JANUARY 11: Science in Modern Life.</p> <p>JANUARY 18: Neutrality—America's Foreign Policy.</p> <p>JANUARY 25: To be announced.</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>American School of the Air <i>(Continued)</i></p>	<p>Thursdays—<i>New Horizons</i>.</p> <p>JANUARY 5: Reptiles of Land and Water.</p> <p>JANUARY 12: Wings Over the World.</p> <p>JANUARY 19: Our Remaining Wild Life.</p> <p>JANUARY 26: The Vanishing Wilderness.</p> <p>Fridays—<i>Lives Between the Lines</i>.</p> <p>JANUARY 6: "Giants in the Earth," by Ole E. Rolvaag.</p> <p>JANUARY 13: "Under the Lion's Paw," by Hamlin Garland.</p> <p>JANUARY 20: "Nine Prisoners," by William March.</p> <p>JANUARY 27: "In Dixon's Kitchen," by Wilbur Stout.</p>
<p>Highways to Health 4:00-4:15 p.m. EACH TUESDAY</p> <p>4:30-4:45 p.m. TUESDAY, JANUARY 10</p>	<p>The New York Academy of Medicine arranges these medical talks for the layman. Dr. Iago Galdston, executive secretary, is in charge.</p> <p>JANUARY 3: Dr. Eugene Bernstein, Beth David Hospital: "How Your Mind and Nerves Affect Your Skin."</p> <p>JANUARY 10: Dr. Edward F. Hartung, Post Graduate Medical School and Hospital: "Arthritis Can Be Cured."</p> <p>JANUARY 17: Dr. Frank C. Yoemans, Polyclin: "Warning Flashes from the Digestive Tract."</p>

CBS SUSTAINING PROGRAMS

CHILDREN'S PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>"So You Want to Be—" 5:15-5:30 p.m. EACH WEDNESDAY</p>	<p>Successful persons in all walks of life are the subjects of interviews by youngsters who want to follow in their footsteps. The program is presented with the cooperation of <i>Young America</i> magazine.</p> <p>JANUARY 4: Dr. Roy Chapman Andrews, Museum of Natural History—"So You Want to Be an Explorer and Naturalist."</p> <p>JANUARY 11: H. V. Kaltenborn, CBS commentator—"So You Want to Be a Radio News Commentator."</p> <p>JANUARY 18: Admiral Richard E. Byrd—"So You Want to Be an Arctic Explorer."</p> <p>JANUARY 25: Dean John T. Madden, N. Y. U. School of Commerce—"So You Want to Be an Accountant."</p>
<p>"March of Games" 5:15-5:30 p.m. EACH WEDNESDAY AND FRIDAY</p>	<p>Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equal youthful contestants, and prizes awarded. Arthur Ross, 14-year-old master of ceremonies and Sybil Trent, 11-year-old "Miss Dress Major" are featured.</p>
<p>"Let's Pretend" 5:15-5:45 p.m. EACH MONDAY AND THUESDAY</p>	<p>The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented on a new schedule of twice weekly with a cast of child actors. These dramas have been a Columbia children's feature for eight years.</p>

**RELIGIOUS
BROADCASTS**

PROGRAM AND TIME

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

DESCRIPTION

The *Church of the Air* is presenting its 8th consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.

JANUARY 1: Morning—Rt. Rev. Henry St. George Tucker, Bishop of Virginia and Presiding Bishop of the Episcopal Church in the United States.

Afternoon—Dr. Joseph E. Merrill, Member of the Council of the Twelve, Church of Jesus Christ of Latter Day Saints, Salt Lake City.

JANUARY 8: Morning—Rev. Henry H. Bagger, D.D., President of the Pittsburgh Synod of the Evangelical Lutheran Church.

Afternoon—Rev. Thomas F. Conlon, O. P., National Director, Holy Name Societies and editor of the Holy Name Journal, N. Y. C.

JANUARY 15: Morning—Bishop Charles L. Mead, Methodist Episcopal Church, Kansas City.

Afternoon—Rabbi Leo Jung, Jewish Center, N. Y. C.

JANUARY 22: Morning—Rev. A. M. MacDonald, D.D., Executive Secretary, Chicago City Society (Baptist).

Afternoon—Most Rev. Hugh C. Boyle, D.D., Bishop of Pittsburgh.

JANUARY 29: Morning—Rev. J. W. G. Ward, D.D., Litt.D., First Presbyterian Church, Oak Park, Illinois.

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
<p>Church of the Air <i>(Continued)</i></p>	<p><i>Afternoon</i>—Dr. Frederick M. Smith, President, Reorganized Church of Latter Day Saints (Reorganized Mormon), Independence, Mo.</p>
<p>"Wings Over Jordan" 9:00-9:30 a.m. EACH SUNDAY</p>	<p>This program of religious talks and spiritual music is presented by outstanding Negro leaders, educators and a choir of 35 voices.</p> <p>JANUARY 1: John Wesley Dobbs, Grand Master, Ancient Free and Accepted Masons, Atlanta, Ga.</p> <p>JANUARY 8: Special anniversary musical program by the "Wings Over Jordan" Choir.</p> <p>JANUARY 15: Rev. R. L. Bradby, Pastor, Second Baptist Church, Detroit.</p> <p>JANUARY 22: James E. Gayle, music and book distributor, New Orleans.</p> <p>JANUARY 29: S. Albert Jackson, Knoxville.</p>
<p>National Convention of Evangelists 4:45-5:00 p.m. FRIDAY, JANUARY 6</p>	<p>Dr. Harry W. Vom Bruch, president of the International Association of Evangelists, is the speaker; Mrs. "Ma Billy" Sunday says the invocation prayer.</p>
<p>Russian Christmas Service 11:00-12:00 Noon SATURDAY, JANUARY 7</p>	<p>A service in observance of Christmas, celebrated by Russians on January 7, is broadcast from the Holy Virgin Church, Philadelphia. The Very Rev. Evdokim Polevoy intones the prayer, and an unaccompanied choir of 80 voices chants.</p>

PERSONALITIES

PROGRAM AND TIME	DESCRIPTION
<p>"This Is New York" 8:00-9:00 p.m. EACH SUNDAY</p>	<p>The new CBS variety show, "This Is New York," draws its stars and its material directly from the Big City and brings to the microphone such entertainingly divergent personalities as Mayor LaGuardia, Elsa Maxwell, ex-Mayor James J. Walker, Louis Armstrong and Alexander Woolcott. Deems Taylor is the current master of ceremonies, while Leith Stevens and his orchestra supply the music. The entire show is produced by Ed Gardner, who also appears as "Archie," a heckler.</p>
<p>Irene Beasley's R. E. D. #1 2:00-2:15 p.m. MONDAY THRU FRIDAY BEG. JAN. 16, 2:15-2:30 p.m.</p>	<p>This intimate and informal "one-woman" show of music and homely commentary by Irene Beasley is dedicated to America's farm women. One of the features is the Friday "meetin'-day" with guests and studio audience.</p>
<p>Richard Maxwell 9:00-9:15 a.m. MONDAY, WEDNESDAY AND FRIDAY</p>	<p>Richard Maxwell presents three programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose augments the songs of the CBS tenor.</p>
<p>Major Bowes' Capitol Family 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the Dalton Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herman, xylophonist, and Waldo Mayo's Orchestra.</p>
<p>Bob Byron 8:00-8:15 a.m. MONDAY THRU SATURDAY</p>	<p>Bob Byron helps the Columbia audience to awaken in a cheerful mood with his songs, whistling and merry banter.</p>

CBS SUSTAINING PROGRAMS

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Saturday Night Swing Club 7:00-7:30 p.m. EACH SATURDAY</p>	<p>With Walter Gross as band director and D. Seymour as swing commentator, the Swing Club guests this month include Kay Thompson, the Andrews Sisters, Louis Armstrong, Bobby Hackett and Jack Jenney.</p>
<p>Time Out for Dancing 4:15-4:45 p.m. EACH WEDNESDAY</p>	<p>Mark Warnow, brilliant young CBS conductor, leads his band in this new series of dance programs. Barry Wood, baritone and Edith Day, popular network singer, are the vocalists.</p>
<p>Ray Block's Varieties 4:15-4:45 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these variety programs, assisted by guest vocalists and rhythm groups.</p>
<p>Al Bernard's Merry Minstrels FRIDAYS, 2:15-2:30 p.m.</p>	<p>A streamlined, modern version of the old-time minstrel show. Al Bernard, long a headliner in this field of entertainment, is starred.</p>
<p>Jack Berch TUESDAY, 10:30-10:45 p.m. FRIDAY, 6:15-7:00 p.m.</p>	<p>Jack Berch, Columbia's baritone star, is heard with Leith Stevens and his orchestra in this new twice-weekly program.</p>
<p>National Hillbilly Champions SATURDAY, 10:00-10:30 a.m.</p>	<p>Hillbilly music, performed by the nation's leading mountaineer group, Pappy Cheshire's National Hillbilly Champions, is heard on Saturday morning from station KMOX.</p>
<p>"Musical Weekly" 10:30-11:00 p.m. EACH WEDNESDAY</p>	<p>Buddy Clark's "Musical Weekly" features N. Wynn, Joe Saddy and Leith Stevens' orchestra and instrumentalists.</p>

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION																		
<p>Moods for Moderns 1:30-2:00 p.m. EACH SATURDAY</p>	<p>Lyn Murray, outstanding young conductor, directs these programs of original arrangements of modern music, and features guest soloists and choruses.</p>																		
<p>CBS Vocalists Various hours MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:</p> <table border="0" data-bbox="773 700 1208 891"> <tr> <td>Ruth Carhart</td> <td>Doris Rhodes</td> </tr> <tr> <td>Edith Dick</td> <td>Genevieve Rowe</td> </tr> <tr> <td>Ray Heatherton</td> <td>Jack Shannon</td> </tr> <tr> <td>Audrey Marsh</td> <td>Barry Wood</td> </tr> <tr> <td></td> <td>Nan Wynn</td> </tr> </table>	Ruth Carhart	Doris Rhodes	Edith Dick	Genevieve Rowe	Ray Heatherton	Jack Shannon	Audrey Marsh	Barry Wood		Nan Wynn								
Ruth Carhart	Doris Rhodes																		
Edith Dick	Genevieve Rowe																		
Ray Heatherton	Jack Shannon																		
Audrey Marsh	Barry Wood																		
	Nan Wynn																		
<p>Deep River Boys, Eton Boys, Four Clubmen Various hours</p>	<p>These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.</p>																		
<p>Dance Orchestras Various hours MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for January:</p> <table border="0" data-bbox="773 1309 1208 1652"> <tr> <td>Dick Barrie</td> <td>George Hamilton</td> </tr> <tr> <td>Charles Baum</td> <td>Herbie Holmes</td> </tr> <tr> <td>Cab Calloway</td> <td>Sammy Kaye</td> </tr> <tr> <td>Bob Chester</td> <td>Henry King</td> </tr> <tr> <td>Tommy Dorsey</td> <td>Kay Kyser</td> </tr> <tr> <td>Eddie Duchin</td> <td>Enoch Light</td> </tr> <tr> <td>Ted Fiorito</td> <td>Vincent Lopez</td> </tr> <tr> <td>Glen Gray</td> <td>Leighton Noble</td> </tr> <tr> <td>George Hall</td> <td>Buddy Rogers</td> </tr> </table>	Dick Barrie	George Hamilton	Charles Baum	Herbie Holmes	Cab Calloway	Sammy Kaye	Bob Chester	Henry King	Tommy Dorsey	Kay Kyser	Eddie Duchin	Enoch Light	Ted Fiorito	Vincent Lopez	Glen Gray	Leighton Noble	George Hall	Buddy Rogers
Dick Barrie	George Hamilton																		
Charles Baum	Herbie Holmes																		
Cab Calloway	Sammy Kaye																		
Bob Chester	Henry King																		
Tommy Dorsey	Kay Kyser																		
Eddie Duchin	Enoch Light																		
Ted Fiorito	Vincent Lopez																		
Glen Gray	Leighton Noble																		
George Hall	Buddy Rogers																		

ADDENDA: DECEMBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *December* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PAN-AMERICAN CONFERENCE

- DECEMBER 8: From the Eighth International Conference of American States at Lima, Peru, CBS broadcast talks by the Mexican, Argentine and Brazilian Ambassadors to Peru, 6:45-7 p.m.
- DECEMBER 10: Secretary of State Cordell Hull reported to the American people the progress of the Conference, 5-5:30 p.m. Alfred M. Landon, former Governor of Kansas, followed with a talk, 6:45-7 p.m.
- DECEMBER 11: Father John F. O'Hara, president of Notre Dame, spoke from Lima as a representative to the Conference, addressing his talk to communion breakfasts of Notre Dame alumni, 9:45-10 p.m.
- DECEMBER 12: Dr. Samuel Guy Inman, Latin American expert and CBS representative at the Conference spoke from Lima, 7-7:15 p.m.
- DECEMBER 13: Secretary Hull made a second CBS broadcast from Lima, 10:45-11 p.m.

Dr. Walter Van Kirk, director of the National Peace Conference and Mrs. William Dick Sporburg of the National Committee on the Cause and Cure of War. Carlos Concha,

foreign minister of Peru and Lawrence A. Steinhardt, U. S. Ambassador to Peru, spoke from Lima on International Golden Rule Week, 10:45-11 p.m.

● DECEMBER 18: H. V. Kaltenborn, CBS news analyst, interviewed Don Tracy, president of the Electrical Workers Union of America and Prof. Charles G. Fenwick of Bryn Mawr, delegates to the Conference, in a two-way hook-up between Lima and New York, 1:30-1:45 p.m.

● DECEMBER 23: Mrs. Elise F. Musser, Iowa state senator, and Don Tracy were introduced from Lima by Dr. Inman, 10:45-11 p.m.

● DECEMBER 24 and 25: Two final broadcasts from the Eighth International Conference of American States were heard on Christmas eve, 6:45-7 p.m. and Christmas, 7-7:30 p.m.

PUBLIC AFFAIRS

● DECEMBER 4: Jacques Kayser, Radical Socialist party leader, was interviewed from Paris by William L. Shirer, 1:30-1:45 p.m.

● DECEMBER 7: Raymond Moley spoke on "The Elections" before a luncheon of the National Association of Manufacturers, 2:15-2:30 p.m.

W. Gibson Carey, Jr., president of the Yale and Towne Manufacturing Company, stated "What Helps Business Helps You," 6:05-6:15 p.m.

I. M. Ornburn, secretary-treasurer of the Union Label Trades Department of the A. F. of L., urged Christmas shoppers to buy only American-made, union-made articles, 5:30-5:45 p.m.

Anthony Eden talked of "Democracy and the Modern World" before the Annual Congress of American Industry in New York, 10:30-11 p.m.

● DECEMBER 10: From Geneva, John G. Winant of the International Labor Office, discussed "Social Changes," 2:15-2:30 p.m.

Senator Harry Byrd (D) of Virginia, took up "The National Issues in the Light of the November Elections," 3:30-4 p.m.

"Democracy in the Western World" was the topic of Thurman Arnold, Assistant United States Attorney General, 10:45-11 p.m.

● DECEMBER 15: President Roosevelt made a brief speech at the ground-breaking ceremonies for the Thomas Jefferson Memorial in Washington, 2:30-2:45 p.m.

General Hugh S. Johnson discussed his work as a member of the President's Birthday Ball Committee, 7:15-7:30 p.m.

● DECEMBER 16: J. Edgar Hoover, director of the Federal Bureau of Investigation, spoke about his G-Men, 10:45-11 p.m.

● DECEMBER 17: A. L. Easterman, British journalist, described the French-Italian crisis on the scene at Tunis, 6:15-6:30 p.m.

Representative Martin Dies (D) of Texas, spoke on "Plans for Continuing the Investigation of un-Americanism," 9-9:30 p.m.

Representative Arthur P. Lamneck (D) of Ohio, shed light on "What a Retiring Congressman Thinks About," 10:45-11 p.m.

● DECEMBER 19: Ruth Brine interviewed Dr. W. F. Ogburn and C. W. Eliot 2nd of the Public Affairs Committee, on the technology report of the National Resources Committee, 2:30-3 p.m.

● DECEMBER 20: William McC. Martin, President of the Stock Exchange made his first radio speech, from St. Louis, 10:45-11:15 p.m.

● DECEMBER 27: Keith Morgan and George Riley discussed preparations for the President's Birthday Ball, 10:45-11 p.m.

● DECEMBER 28: Dr. James T. Shotwell estimated "Woodrow Wilson's Place in History," 5-5:15 p.m.

● DECEMBER 29: Sir Richard Gregory, British scientist, discussed "Religion in Science," from Richmond, Virginia, 6:45-7 p.m.

● DECEMBER 30: Representative Samuel B. Pettengill (D) of Indiana explored "America's Bill of Rights," 10:45-11 p.m.

● DECEMBER 31: Premier Juan Negrin of Spain, spoke in a special broadcast from Barcelona, 3:00-3:30 p.m.

Two broadcasts from Washington acquainted the nation with the freshman members of Congress. The Representatives had their hour, 4:30-5:30 p.m., while the babies among the elder statesmen of the Senate told the United States what they plan to do for it, 9-9:30 p.m.

SPECIAL EVENTS

● DECEMBER 2: The Rubber Ball, held in Akron, the "Rubber City," was described by Bob Trout, 10:45-11 p.m.

● DECEMBER 7: France Laux, ace CBS baseball announcer, moved to ringside to report the battle between Tony Galento and Otis Thomas in St. Louis, 11:10-12 midnight.

● DECEMBER 10: The Secretary of War and Mrs. Harry H. Woodring were heard during the launching of the S. S. *Ancon*, latest addition to the Merchant Marine, 12:30-12:45 p.m.

The All-America Board of Football presented its fifteenth annual team to the nation in a coast-to-coast broadcast, with interviews of the eleven members, under the guidance of Christy Walsh, chairman of the board, and Ted Husing, 9-9:30 p.m.

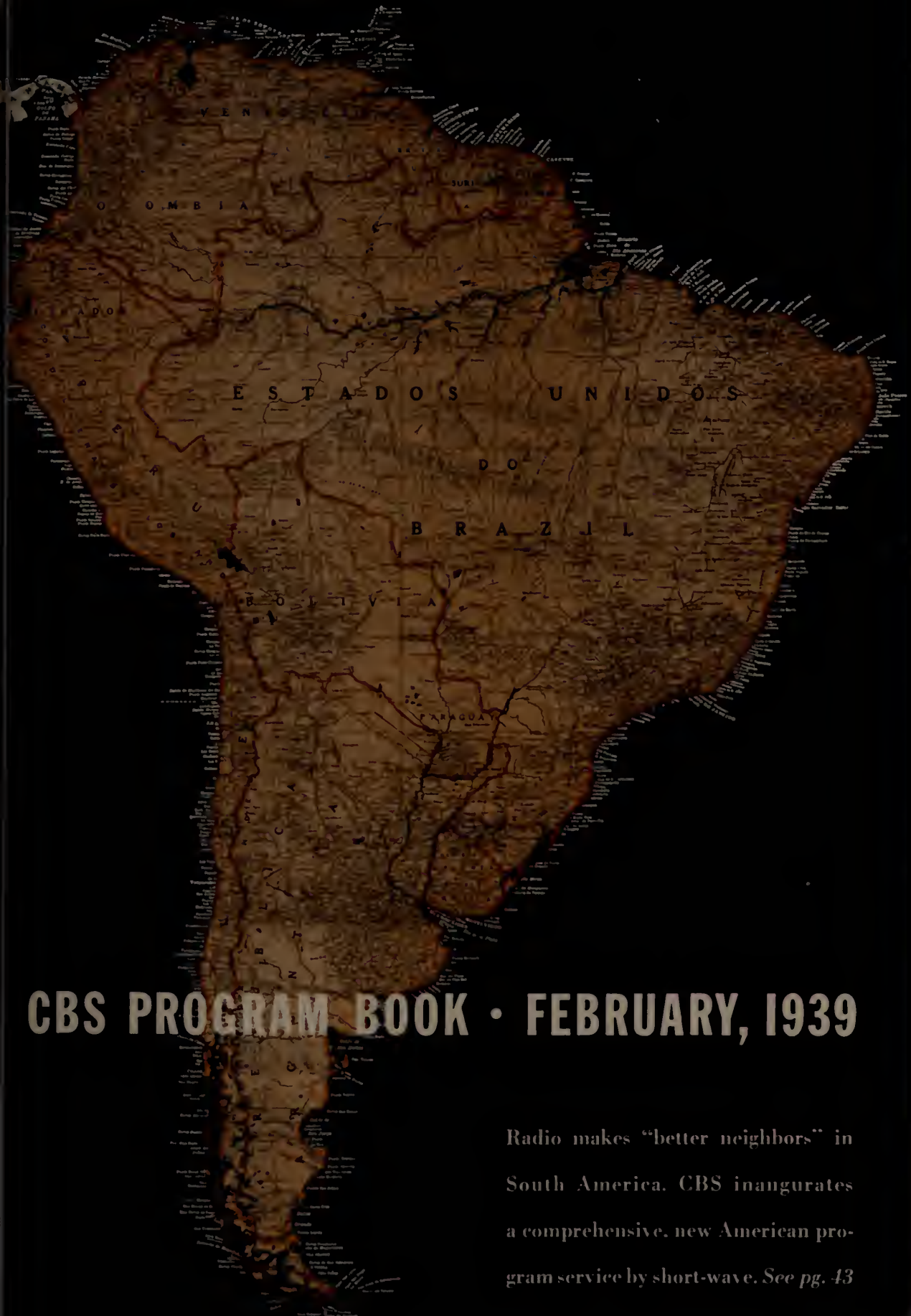
● DECEMBER 13: The annual auction of unclaimed articles in the N. Y. Post Office was broadcast from the auction room with description by Charles Stark, 11-11:15 a.m.

● DECEMBER 31: Ted Husing interviewed coaches Tom Stidham and Major Bob Neyland, of Oklahoma and Tennessee, on the eve of the Orange Bowl football game in Miami, 2:30-3:00 p.m.



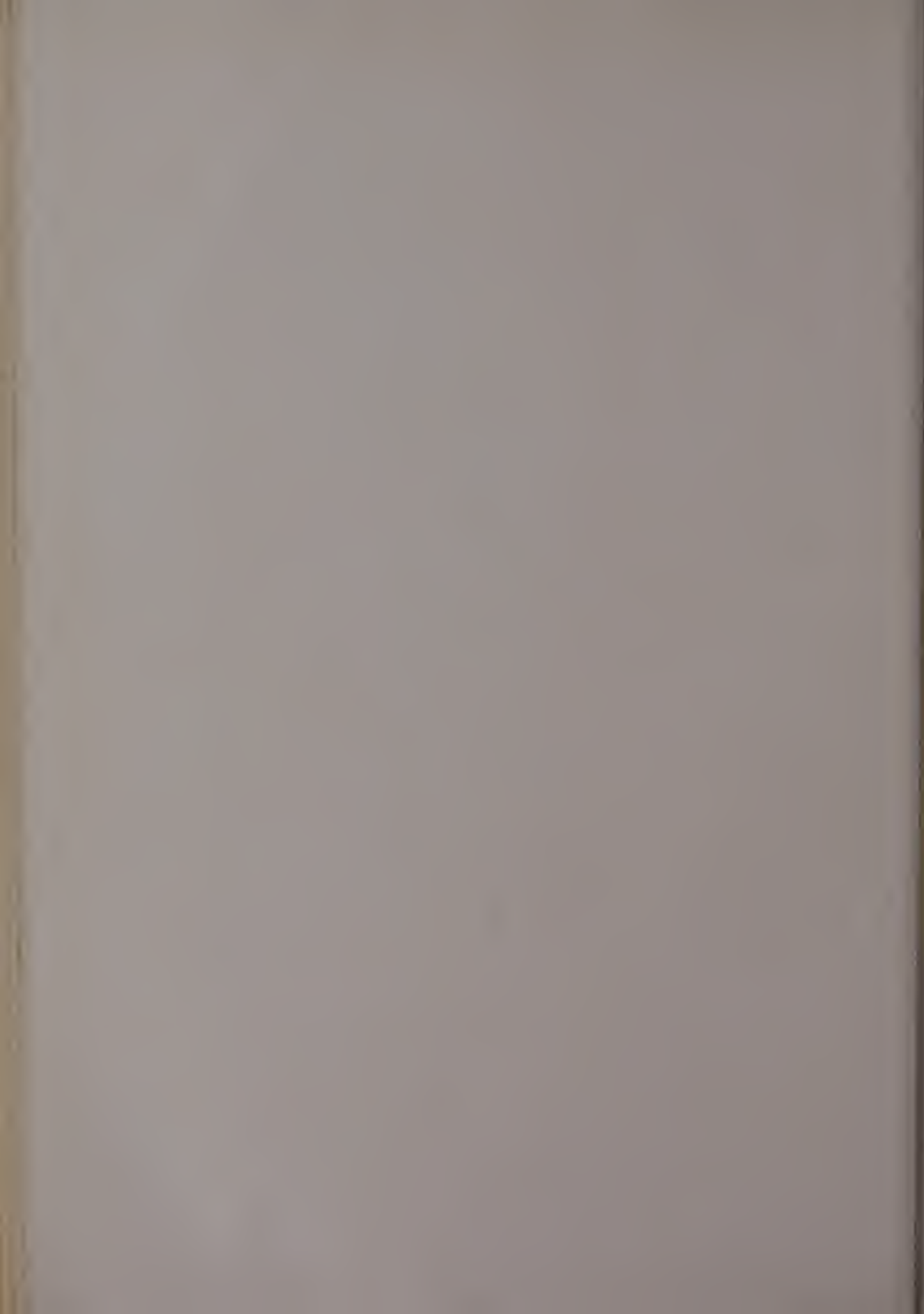
THE COLUMBIA BROADCASTING SYSTEM

Administrative Offices: 485 Madison Avenue, New York • 1622 Chestnut Street, Philadelphia
410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • 817 Earle Building,
Washington • Columbia Square, Hollywood • Palace Hotel, San Francisco



CBS PROGRAM BOOK • FEBRUARY, 1939

Radio makes "better neighbors" in South America. CBS inaugurates a comprehensive, new American program service by short-wave. See pg. 43



FEBRUARY, 1939

RADIO BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA

WABC Local Sponsored Programs: listed on page 23

NEARLY five billion dollars are spent each year by the fourteen and a half million people in WABC's daytime primary listening area. In this — the world's largest market — WABC is the *best known* and *best liked* station because it carries (with very few exceptions) every Columbia Network program described on the following pages. In addition to its brilliant network schedule, WABC has CBS-created *local* programs, with ready-built audiences, available now for *local* sponsorship. A list of current WABC sponsors is given on pages 23 and 24. Would you like to know *why* these advertisers selected WABC? (A reply card is bound into the back of the book.)



FEBRUARY, 1939

COLUMBIA BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 24

CBS SUSTAINING PROGRAMS: pp. 25 to 47

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

INDEX: COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION: Plymouth, Dodge, DeSoto, Chrysler motor cars	Page 5
FORD MOTOR COMPANY: Ford, Lincoln, Lincoln Zephyr	Page 9
UNITED STATES RUBBER COMPANY: Tires and Rubber Products	Page 21

● CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY: Lucky Strike Cigarettes, Half & Half Smoking Tobacco, Roi-Tan Cigars	Page 3
LIGGETT & MYERS TOBACCO COMPANY: Chesterfield Cigarettes	Page 15
P. LORILLARD COMPANY: Old Gold Cigarettes	Page 15
PHILIP MORRIS & COMPANY, LTD.: Philip Morris Cigarettes	Page 17
R. J. REYNOLDS TOBACCO COMPANY: Camel Cigarettes, Prince Albert Tobacco	Page 19
U. S. TOBACCO COMPANY: Dill's Best, Model Smoking Tobacco	Page 21

● CONFECTIONERY

EUCLID CANDY COMPANY: Confectionery	Page 9
PETER PAUL, INC.: Mounds Candy Bars	Page 23
WM. WRIGLEY JR. COMPANY: Wrigley's Spearmint Gum, Wrigley's Doublemint Gum	Page 21

● DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.: Edna Wallace Hopper Cosmetics	Page 3
ANACIN COMPANY: Anacin	Page 3
BAYER COMPANY: Bayer Aspirin	Page 3

A. S. BOYLE COMPANY: Hill's Nose Drops	Page 3
CAMPANA SALES COMPANY: Italian Balm, Dreskin, Coolies, D.D.D.	Page 5
CHESEBROUGH MANUFACTURING COMPANY: "Vaseline" preparations	Page 5
COLGATE-PALMOLIVE-PEET COMPANY: (See also Laundry Soaps) Colgate Dental Cream, Colgate Tooth Powder, Palmolive Soap, Palmolive Shave Cream, Palmolive Brushless Shave	Pages 5 and 7
DUART MANUFACTURING COMPANY: "Creme of Milk" Face Cream, Lotion, Lipstick, etc.	Page 7
INTERNATIONAL CELLUCOTTON PRODUCTS CO.: Kleenex	Page 13
KOLYNOS COMPANY: Kolynos Toothpaste	Page 13
LADY ESTHER COMPANY: Cosmetics	Page 13
THE LAMBERT COMPANY: Listerine Products, Prophylactic Brushes	Page 13
THOMAS LEEMING CO.: Baume Bengué	Page 23
LEVER BROTHERS COMPANY: (See also Foods; Laundry Soaps) Lux Toilet Soap Lifebuoy	Page 13 Page 15
MENNEN COMPANY: Mennen Drug Products	Page 17
MCKESSON & ROBBINS, INC.: Calox Toothpowder, Solidified Albolene	Page 15
NOXZEMA CHEMICAL COMPANY: Noxzema	Page 17
THE PROCTER & GAMBLE COMPANY: (See also Laundry Soaps; Foods) Ivory Soap, Drene	Page 19

● **FOODS & BEVERAGES**

BOSCO COMPANY:
 Bosco (Milk Amplifier) Page 23

CAMPBELL SOUP COMPANY:
 Campbell's Soups,
 Beans, and Tomato Juice . . Pages 5 and 23

CALAVO GROWERS OF CALIFORNIA:
 Calavos Page 5

CONTINENTAL BAKING COMPANY, INC.:
 Wonder Bread, Hostess Cake . . Page 7

B. FISCHER CO.:
 Astor Coffee Page 23

GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
 Calumet Baking Powder,
 Diamond Crystal Salt,
 Huskies, Post Toasties, Postum, Sanka Coffee,
 Swans Down Cake Flour . . Pages 9 and 11

GENERAL MILLS, INC.:
(See also Miscellaneous)
 Corn Kix Page 11

HAWAIIAN PINEAPPLE COMPANY:
 "Dole" Pineapple,
 "Dole" Pineapple Juice Page 11

HORN & HARDART CO.:
 Automats Page 23

KELLOGG COMPANY:
 Kellogg's Corn Flakes Page 13

LEVER BROTHERS COMPANY:
(See also Drugs; Laundry Soaps)
 Spry Page 15

LIGGETT DRUG CO.:
 Fountain Service Page 23

PENICK & FORD, LTD.:
 My-T-Fine Dessert Page 17

PET MILK SALES CORPORATION:
 Pet Evaporated Milk Page 17

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Laundry Soaps)
 Crisco Page 19

RALSTON PURINA COMPANY:
 Cereal products Page 19

S AND W FINE FOODS, INC.:
 Food products Page 21

● **LAUNDRY SOAPS & ACCESSORIES**

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Drugs & Toilet Goods)
 Concentrated Super Suds . . . Page 5

THE CUDAHY PACKING COMPANY:
 Old Dutch Cleanser Page 7

GENERAL FOODS CORPORATION:
(See also Foods)
 La France,
 Satina Page 11

LEVER BROTHERS COMPANY:
(See also Drugs; Foods)
 Rinso Pages 13 and 15

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Foods)
 Chipso, Ivory, Oxydol Page 19

● **LUBRICANTS**

ETHYL GASOLINE COMPANY:
 "Ethyl" gasoline Page 7

GULF OIL CORPORATION:
 Motor Oil and Gas Page 11

RIO GRANDE OIL, INC.:
 Petroleum products Page 19

THE TEXAS COMPANY:
 "Texaco" products Page 21

● **MISCELLANEOUS**

BULOVA WATCH CO.:
 Bulova Watches Page 23

DUNN & MCCARTHY, INC.:
 Enna-Jettick Shoes Page 23

E. I. DU PONT DE NEMOURS
 & COMPANY:
 Institutional Advertising Page 7

GENERAL MILLS, INC.:
(See also Foods)
 Institutional Advertising Page 11

HOUSEHOLD FINANCE CORPORATION:
 Personal Loan Service Page 11

INTERNATIONAL SILVER COMPANY:
 1847 Rogers Bros. Silver Page 13

MELVILLE SHOE CO.:
 Thom McAn Shoes Page 23

OLSON RUG CO.:
 Olson Rugs Page 23

PERSONAL FINANCE COMPANY:
 Personal Loan Service Page 17

All time listed on the following pages is current New York time unless otherwise indicated.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cosmet
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobacco Roi-Tan Cigars
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin
A. S. BOYLE COMPANY	Hill's Nose Drops

PROGRAM	TIME	AGENCY	ON CBS*
The Romance of Helen Trent <i>Serial drama</i> (See also A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	269 Weeks
Our Hit Parade Mark Warnow's Orchestra, Benny Ross, Raymond Scott's Quintet, Kay Lorraine and the Kingsmiths <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m. ORIGINATES: WABC	Lord & Thomas	144 Weeks
Meet Bernie and All the Lads with Lew Lehr <i>Music and comedy</i>	Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> <i>12 mid.-12:30 a.m.</i> ORIGINATES: WABC	Young & Rubicam, Inc.	
Phyllis Tucker and Her Show <i>Musical</i>	Mon., Wed., Fri. 6:45-7:00 p.m. <i>Rebroadcast</i> <i>Mon., Wed., 12:30-12:45</i> <i>a.m.; Fri., 1-1:15 a.m.</i> ORIGINATES: WABC	Lord & Thomas	
Our Gal, Sunday <i>Serial drama</i> (See also KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	105 Weeks
Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Dramatic</i>	Tuesday 7:30-8:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	386 Weeks
The Romance of Helen Trent <i>Serial drama</i> (See also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	194 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
CALAVO GROWERS OF CALIFORNIA	Calavos
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHESEBROUGH MANUFACTURING COMPANY	"Vaseline" preparations
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave Concentrated Super Suds

PROGRAM	TIME	AGENCY	ON CBS
Arthur Wiley	Thursday 12:45-1:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	4 Weeks
First Nighter with Barbara Luddy and Les Tremayne <i>Drama at the "Little Theater off Times Square"</i>	Friday 8:00-8:30 p.m. ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	53 Weeks
Campbell Playhouse Person Welles, director: and guest stars <i>Dramatizations</i>	Friday 9:00-10:00 p.m. ORIGINATES: WABC	Ward Wheelock Company	217 Weeks
Dr. Christian starring Jean Hersholt <i>Dramatic</i>	Tuesday 10:00-10:30 p.m. ORIGINATES: KNX	McCann-Erickson, Inc.	43 Weeks
Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	152 Weeks
Colgate Ask-It Basket with McWilliams, MC <i>Questions and answers</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast 10:30-11:00 p.m.</i> ORIGINATES: WABC	Benton & Bowles, Inc.	93 Weeks
King Busters <i>Police-file dramatizations</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast 12:00-12:30 a.m.</i> ORIGINATES: WABC		151 Weeks
Myrt and Marge <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast 1:15-4:30 p.m.</i> ORIGINATES: WABC		152 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i>	Palmolive Soap Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
DUART MANUFACTURING COMPANY	"Creme of Milk" Face Cream Lotion, Lipstick, etc.
E. I. DU PONT DE NEMOURS & COMPANY	Institutional Advertising
ETHYL GASOLINE CORP.	"Ethyl" Gasoline

PROGRAM	TIME	AGENCY	ON CBS*
Flat Top House Starring Bess Johnson <i>Dramatic serial</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	155 Weeks
Stepmother <i>Dramatic serial</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	93 Weeks
The Wonder Show Starring Jack Haley, Lucille Ball, Virginia Verrill, Artie Auerbach and Ted Fio-Rito's Orchestra <i>Music and comedy</i>	Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. ORIGINATES: KNX	Benton & Bowles, Inc.	202 Weeks
Getty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. ORIGINATES: WABC		
Chancellor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WBBM	Roche, Williams & Cunningham, Inc.	214 Weeks
Man Interest	Sunday 2:30-3:00 p.m. PST ORIGINATES: KSFO	Erwin, Wasey & Co.	3 Weeks
Valcade of America Thomas Chalmers, narrator; Sil Ruysdael, commentator; Van Voorhees' Orchestra and dramatic cast	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. ORIGINATES: WARC	Batten, Barton, Durstine & Osborn, Inc.	151 Weeks
One-Up Time Starring Walter O'Keefe, The Kostelanetz's Orchestra, The Thompson's Rhythm Singers and guest stars <i>Musical variety</i>	Thursday 10:00-10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	3 Weeks

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
<p>EUCLID CANDY COMPANY OF CALIFORNIA, INC.</p>	<p>Confectionery</p>
<p>FORD MOTOR COMPANY</p>	<p>Ford Lincoln Lincoln Zephyr</p>
<p>GENERAL FOODS CORPORATION</p>	<p>Sanka Coffee</p> <p>Huskies</p> <p>Calumet Baking Powder Swans Down Cake Flour</p> <p>Post Toasties</p>

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
no Manning <i>Commentator</i>	†Monday 5:30-5:45 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	63 Weeks
Sunday Evening Hour Ford Symphony Orchestra and chorus, Wilfred Pelletier, con- ductor*. <i>Guest Soloists:</i> FEB. 5: Richard Crooks FEB. 12: Robert Casadesus FEB. 19: Lily Pons FEB. 26: John Charles Thomas <i>Symphonic music, and talks by</i> <i>W. J. Cameron</i> (beg. Feb. 26, Eugene Ormandy will be guest conductor.	Sunday 9:00-10:00 p.m. ORIGINATES: WJR	N. W. Ayer & Son, Inc.	253 Weeks
Life, the People with Gabriel Heatter, Harry von Zell and Guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	206 Weeks
Joe Penner with Dick Ryan, Gay Seabrooke, Tommy Lane, Margaret Brayton, Guy Atwell, Lillian Randolph, Joe Forte and Ben Pollack's Orchestra <i>Comedy and music</i>	Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 8:30-9:00 p.m. ORIGINATES: KNX	Benton & Bowles, Inc.	
Late Smith Hour with Abbott and Costello, comedians; "The Aldrich Family," comedy serial, Ted Straeter Choir, Jack Miller's Orchestra and guest stars <i>Variety show</i>	Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 11:30-12:30 a.m. ORIGINATES: WABC	Young & Rubicam, Inc.	
Joe E. Brown with Frank Gill and Bill Demling, comedians, Paula Winslow, Margaret McCrae, vocalist and Jerry Sosnik's Orchestra <i>Comedy and music</i>	Saturday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. ORIGINATES: KNX	Benton & Bowles, Inc.	

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
GENERAL FOODS CORPORATION <i>Continued</i>	La France Satina Diamond Crystal Salt Postum
GENERAL MILLS, INC.	Institutional Advertising Corn Kix
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
HOUSEHOLD FINANCE CORPORATION	Personal Loan Service

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON AIR
Lary Margaret McBride <i>Radio columnist</i>	Mon., Wed., Fri. 12:00-12:15 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	206 Weeks
Kate Smith—Noonday Chats <i>News and features</i>	Tues, Thurs, Sat. 12:00-12:15 p.m. ORIGINATES: WARC	Benton & Bowles, Inc.	
Sam and Abner <i>Comedy sketches</i>	Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	
Kaltenborn Comments <i>News</i>	Sunday 10:30-10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	446 Weeks
The Grouch Club with Jack Lescoulie <i>Comedy</i>	†Tuesday 9:30-10:00 p.m. PST ORIGINATES: KNX	Blackett-Sample-Hummert, Inc.	
Screen Guild Show with screen stars as guests; George Murphy, MC, and Oscar Bradley's Orchestra <i>Variety and drama</i>	Sunday 7:30-8:00 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	260 Weeks
Honolulu Bound starring Phil Baker, "Bottle", Andrews Sisters and Eddie DeLange's Orchestra <i>Comedy, musical</i>	Saturday 9:00-9:30 p.m. ORIGINATES: WARC	Young & Rubicam, Inc.	3 Weeks
It Can Be Done with Edgar A. Guest, poet-philosopher, presenting dramatized lives of famous guests <i>Poetry and drama</i>	Wednesday 10:00-10:30 p.m. <i>Beg. Feb. 22:</i> 10:30-11 p.m. ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	57 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
INTERNATIONAL SILVER COMPANY	1847 Rogers Bros. Wm. Rogers & Son
KELLOGG COMPANY	Kellogg's Corn Flakes
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap Rinso

PROGRAM	TIME	AGENCY	ON CBS
Golden Hour, Nancy James Co-starring Barbara Weeks and Fred Wever <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. ORIGINATES: WABC	Lord & Thomas	83 Weeks
Silver Theater Conrad Nagel, narrator-director. With guest stars of stage and screen <i>Dramatic</i>	Sunday 6:00-6:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	66 Weeks
Howie Wing <i>Aviation Adventure</i>	Mon. thru Fri. 6:15-6:30 p.m. <i>Rebroadcast</i> 8:15-8:30 p.m. ORIGINATES: WABC	J. Walter Thompson Company	41 Weeks
Our Gal, Sunday <i>Serial drama</i> (See also ANACIN COMPANY)	Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	372 Weeks
Guy Lombardo and his Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. ORIGINATES: WABC	Lord & Thomas	269 Weeks
Grand Central Station <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. ORIGINATES: WABC	Lambert & Feasley, Inc.	83 Weeks
The Lux Radio Theatre With stars of stage and screen <i>Drama; Cecil B. DeMille, director</i>	Monday 9:00-10:00 p.m. ORIGINATES: KNX	J. Walter Thompson Company	167 Weeks
Big Town Starring Edward G. Robinson, and Claire Trevor <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 a.m. ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	132 Weeks

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
LEVER BROTHERS COMPANY <i>Continued</i>	Lifebuoy Rinso Spry
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
P. LORILLARD COMPANY	Old Gold Cigarettes
McKESSON & ROBBINS, INC.	Calox Toothpaste Solidified Albolene

PROGRAM	TIME	AGENCY	ON CBS
Oliver Tolson Show with Martha Raye, Parkyakarkus, and Gluskin's Orchestra, Guest Stars <i>Comedy and music</i>	Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: KNX	Rnthrauff & Ryan, Inc.	132 Weeks
Big Sister with Alice Frost and Martin Gabel <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC		125 Weeks
Aunt Jenny's Real Life Stories <i>Dramatic</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC		107 Weeks
Paul Whiteman and his Orchestra , with Joan Edwards, The Modernaires and Fred Uttal <i>Musical Variety</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	316 Weeks
Burns and Allen with Frank Parker, Ray Noble's Orchestra and Paul Douglas <i>Comedy and music</i>	Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: KNX		
Melody and Madness with Robert Benchley, Artie Shaw and his Orchestra and Dick Todd, baritone <i>Variety</i>	Sunday 10:00-10:30 p.m. ORIGINATES: WABC	Lennen & Mitchell, Inc.	221 Weeks
Grace Jordan, Girl Interne <i>Serial drama</i>	Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	66 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
MENNEN COMPANY	Mennen drug products
NOXZEMA CHEMICAL COMPANY	Noxzema
PENICK & FORD, LTD.	My-T-Fine Dessert
PERSONAL FINANCE COMPANY	Personal Loan Service
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	WEEKS
The People's Vote with Sam Hayes	†Monday 8:00-8:15 p.m. PST ORIGINATES: KNX	H. M. Kieseewetter Advertising Agency	31 Weeks
Professor Quiz with Bob Trout	Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: ON TOUR	Ruthrauff & Ryan, Inc.	39 Weeks
The Mighty Show <i>Big-top drama</i>	Mon. thru Fri. 5:45-6:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	47 Weeks
Doc Barclay's Daughters <i>Serial drama</i>	Mon. thru Fri. 2:00-2:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	65 Weeks
Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor and Gustav Haenschen's Orchestra and Chorus <i>Musical</i>	Saturday 9:30-10:00 p.m. ORIGINATES: WABC	Gardner Advertising Company	274 Weeks
Mary Lee Taylor Home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. ORIGINATES: KMOX		
Johnny Presents Johnny Green's Orchestra. Dramatized Short Stories, Floyd Sherman, Roger Kinney, Genevieve Rowe, "Beverly", Glenn Cross, Ray Bloch's Sing 14 <i>Variety and dramatic interludes</i>	Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC	The Biow Company, Inc.	125 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCTS
THE PROCTER & GAMBLE COMPANY	Oxydol Ivory Chipso Crisco Drene
RALSTON PURINA COMPANY	Cereal products
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco
RIO GRANDE OIL, INC.	Petroleum Products

† Columbia Pacific Network Only
 †† Columbia California Network Only

PROGRAM	TIME	AGENCY	ON CBS
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	218 Weeks
Life Can Be Beautiful <i>Serial drama</i>	1:15-1:30 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Road of Life <i>Serial drama</i>	1:30-1:45 p.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
This Day Is Ours <i>Serial drama</i>	1:45-2:00 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Jimmie Fidler <i>Hollywood commentator</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 10:30-10:45 p.m. ORIGINATES: KNX	H. W. Kastor & Sons	
The Inside Story <i>Musical, dramatic</i>	†Thursday 8:00-8:30 p.m. PST ORIGINATES: WBBM	Gardner Advertising Company	9 Weeks
Eddie Cantor's Camel Caravan with Bert Gordon, Sid Fields and Edgar Fairchild's Orchestra <i>Comedy and music</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: KNX	William Esty & Company, Inc.	292 Weeks
Benny Goodman's Orchestra with Johnny Mercer, singer <i>Music and guests</i>	Tuesday 9:30-10:00 p.m. ORIGINATES: ON TOUR		
Calling All Cars <i>Police file dramatizations</i>	††Friday 7:30-8:00 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	104 Weeks

* The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Goods
THE TEXAS COMPANY	"Texaco" products
UNITED STATES RUBBER COMPANY	Rubber products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum Wrigley's Spearmint Gum

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	D W CBS
Want A Divorce <i>Dramatic</i>	†Thursday 9:30-9:45 p.m. PST ORIGINATES: KSFO	Emil Brisacher and Staff	16 Weeks
Texaco Star Theater Gen Murray, MC; Charlie Ruggles, Frances Langford, Ned Sparks, Benny Baker, Texaco Star Chorus, Jimmy Wallington, David Broek- man's Orchestra <i>Musical, variety, dramatic</i>	Wednesday 9:00-10:00 p.m. ORIGINATES: KNX	Buchanan & Company, Inc.	95 Weeks
Raymond Paige's 19 Men and a Girl <i>Musical</i> (Starts Feb. 22)	Wednesday 10:00-10:30 p.m. ORIGINATES: WABC	Campbell-Ewald Company of New York, Inc.	26 Weeks
Model Minstrels Pick and Pat in Pipe Smoking Time, with Double Quartet and orchestra <i>"Blackface" comedy and music</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC	Arthur Kudner, Inc.	192 Weeks
Gateway to Hollywood <i>Motion-picture talent quest</i>	Sunday 6:30-7:00 p.m. ORIGINATES: KNX	Frances Hooper Advertising Agency	349 Weeks
Scattergood Baines <i>Serial drama</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 5:00-5:15 p.m. ORIGINATES: WBBM	Neisser-Meyerhoff, Inc.	

*The figures indicate the total number of weeks in which the client has used CBS facilities.

WABC SPONSORED PROGRAMS

CLIENT	PRODUCT
BOSCO COMPANY	Bosco (Milk Amplifier)
BULOVA WATCH COMPANY	Bulova Watches
CAMPBELL SOUP COMPANY	Campbell's Clam Chowder
DUNN & McCARTHY, INC.	Enna-Jettick Shoes
B. FISCHER COMPANY	Astor Coffee
HORN & HARDART COMPANY	Automat Restaurants
THOMAS LEEMING COMPANY	Baume Bengué
LIGGETT DRUG COMPANY, INC.	Fountain Service
MELVILLE SHOE COMPANY	Thom McAn Shoes
OLSON RUG COMPANY	Olson Rugs
PETER PAUL, INC.	Mounds Candy Bars

PROGRAM	TIME	AGENCY	ON WABC*
5 P. News	Mon. thru Sat. 9:25-9:30 a.m.	Kenyon & Eckhardt, Inc.	Starts Feb. 6
Time Signals	Mon. thru Sun. 10 Times daily	The Biow Company	491 Weeks
Condensed News	Mon. thru Sat. 6:00-6:05 p.m.	Ward Wheelock Company	3 Weeks
We're Steppin' Along Todd Hulick, MC; Jimmy Shields, Host; Ed Smalle's "Enna-Jettick even" and D'Artega's Orchestra	Saturday 9:30-10:00 p.m.	Marschalk & Pratt, Inc.	Starts Feb. 18
The Morning Almanac, featuring Phil Cook	Tues., Thurs., Sat. 7:30-7:45 a.m.	Neff-Rogow, Inc.	4 Weeks
Children's Hour	Sunday 10:30-11:30 a.m.	The Clements Company	408 Weeks
Richard Maxwell, war-philosopher	Tues., Thurs., Sat. 9:00-9:15 a.m.	Wm. Esty & Co., Inc.	42 Weeks
The Morning Almanac, featuring Phil Cook	Mon., Wed., Fri. 7:30-7:45 a.m.	Neff-Rogow, Inc.	3 Weeks
Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	9 Weeks
Tune for the Day	Mon., Wed., Fri. 8:05-8:10 a.m.	Presba, Fellers & Presba, Inc.	2 Weeks
Oddities in the News	Mon. thru Sat. 8:00-8:05 a.m.	Platt-Forbes, Inc.	16 Weeks

*The figures indicate the total number of weeks in which the client has used WABC facilities.

CBS SUSTAINING PROGRAMS

The programs "BY COLUMBIA" for February are planned within a triple frame of *Interest*, *Timeliness*, and *Balance*. This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these ten classifications:

1. PUBLIC AFFAIRS *Page 26*
2. DRAMATIC SERIES *Page 27*
3. SPECIAL EVENTS *Page 29*
4. EDUCATIONAL PROGRAMS *Page 30*
5. SERIOUS MUSIC *Page 34*
6. CHILDREN'S PROGRAMS *Page 38*
7. RELIGIOUS BROADCASTS *Page 39*
8. PERSONALITIES *Page 40*
9. LIGHT MUSIC *Page 41*
10. SOUTH AMERICAN PROGRAMS *Page 43*
- ADDENDA: JANUARY PROGRAMS *Page 45*

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
<p>Herbert Hoover 10:30-11:00 p.m. WEDNESDAY, FEBRUARY 1</p>	<p>Former President Herbert Clark Hoover speaks before The Council on Foreign Relations, at the Hotel Stevens, Chicago.</p>
<p>Dr. G. I. Kheiralla 6:15-6:30 p.m. SATURDAY, FEBRUARY 4</p>	<p>Dr. G. I. Kheiralla, secretary-general of the Arab National League, presents the Arabian side of the Palestine controversy.</p>
<p>Representative Celler 10:45-11:00 p.m. SATURDAY, FEBRUARY 4</p>	<p>"Conspiracy Against the Consumer" is the answer of Representative Emanuel Celler (D) of New York to Patman's anti-chain store bill.</p>
<p>Mrs. Carmel Snow 5:00-5:15 p.m. MONDAY, FEBRUARY 6</p>	<p>Mrs. Carmel Snow, editor of <i>Harper's Bazaar</i>, in Paris for the fashion shows, tells "The Whole Story of the New Paris Fashions."</p>
<p>Mrs. Roosevelt 10:45-11:00 p.m. TUESDAY, FEBRUARY 21</p>	<p>Mrs. Franklin D. Roosevelt addresses the American Youth Congress, meeting in the Murray Hill Hotel, New York.</p>
<p>Dr. John A. Sexson 10:45-11:00 p.m. TUESDAY, FEBRUARY 28</p>	<p>"The Foundations of Education" is the subject of Dr. John A. Sexson, president of the American Association of School Administrators, at their Cleveland convention.</p>
<p>Saluting the World's Fair 1:30-2:00 p.m. EACH SUNDAY</p>	<p>The rulers and heads of seventeen nations join in a weekly series of salutes to the New York World's Fair 1939. The schedule for February: FEBRUARY 5: Canada. FEBRUARY 12: Rumania. FEBRUARY 19: Norway. FEBRUARY 26: Belgium.</p>

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p>Current Questions Before Congress <i>The Senate</i>—5:00–5:15 p.m. EACH TUESDAY <i>The House</i>—5:00–5:15 p.m. EACH THURSDAY</p>	<p>Leading members of the Senate and of the House of Representatives discuss, in separate weekly broadcasts, current legislation and business under consideration by their bodies. Speakers are selected for their special knowledge of the issues involved.</p>
<p>“Today” with Bob Trout 6:30–6:45 p.m. MONDAY THRU SATURDAY</p>	<p>Bob Trout, Columbia’s ace reporter, tells the story of what’s going on in the world “Today” in his daily news broadcasts.</p>
<p>Capitol Opinions 10:45–11:00 p.m. EACH SATURDAY AND SUNDAY</p>	<p>Members of Congress and government officials participate in these discussions of problems of national interest. The programs originate at WJSV, Columbia’s station in Washington.</p>

DRAMATIC SERIES

<p>Men Against Death 2:00–2:30 p.m. EACH SATURDAY EXCEPT FEBRUARY 18</p>	<p>The heroes of Paul de Kruif’s well-known books are brought to life in dramas presented in association with the Federal Theater’s Radio Division. Brewster Morgan directs. Lawrence Bearson adapts. Charles Paul is organizer. FEBRUARY 4: Schaudinn—The Pale Horror. FEBRUARY 11: Wagner-Jauregg—The Friendly Fever. FEBRUARY 25: McCoy—Should Generals Die in Bed?</p>
<p>Four Corners Theater 10:30–11:00 p.m. EACH SATURDAY</p>	<p>Drama which has played to America’s rural audiences in more performances than the greatest Broadway hits is featured on the stage of Columbia’s <i>Four Corners Theater</i>, produced by Earle McGill.</p>

**DRAMATIC
SERIES**

PROGRAM AND TIME	DESCRIPTION
<p>The Columbia Workshop 10:30-11:00 p.m. EACH MONDAY</p>	<p><i>The Columbia Workshop</i>, now in its third year, presents unusual radio dramas, employing the latest broadcasting techniques.</p> <p>FEBRUARY 6: "The Time Capsule," written and directed by William N. Robson.</p> <p>FEBRUARY 13: "The Nine Prisoners," adapted by Bryan Byrne from a story by William March. Earle McGill directs.</p> <p>FEBRUARY 20: "Jury Trial," an original drama by James and Elizabeth Hart, directed by Mr. Robson.</p> <p>FEBRUARY 27: "The Winged Victory," an original drama by David Redstone, directed by Brewster Morgan.</p>
<p>Ray Collins in "County Seat" 7:00-7:15 p.m. MONDAY THRU FRIDAY</p>	<p>Ray Collins, one of radio's foremost actors, stars in this new dramatic series as "Doc" Hackett, small town druggist. The story of "County Seat," written by Milton Geiger and directed by Norman Corwin, delineates a character who has a genius for getting tangled up in the lives of people who cross his path.</p>
<p>Norman Corwin's "Words Without Music" 5:00-5:30 p.m. SUNDAY, FEBRUARY 5 2:30-3:00 p.m. SUNDAYS, BEG. FEBRUARY 19</p>	<p><i>Words Without Music</i> was introduced in a Columbia Workshop performance. Directed by Norman Corwin, these unusual programs experiment with the drama of words and aim to vitalize poetry for a larger audience.</p> <p>FEBRUARY 5: "The Ballad of the Three Sons," by Amanda Benjamin Hale.</p> <p>FEBRUARY 12: No program.</p> <p>FEBRUARY 19: "They Fly Through the Air With the Greatest of Ease," an original verse-satire by Mr. Corwin.</p>

CBS SUSTAINING PROGRAMS

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p>Lincoln's Birthday Program 2:30-3:00 p.m. SUNDAY, FEBRUARY 12</p>	<p>The American Legion pilgrimage to Lincoln tomb in Springfield, Ill., is headed by Nation Commander Stephen F. Chadwick and Mr James Morris, National President of the Women's Auxiliary. From New York Raymond Massey, introduced by Elmer Rice, reads Lincoln's farewell address to his constituents before he left for Washington to become President.</p>
<p>San Francisco World's Fair 3:00-4:00 p.m. SATURDAY, FEBRUARY 18</p>	<p>The San Francisco World's Fair opens ahead of its eastern rival, with a description of the various ceremonies from Treasure Island. The official opening is made by President Roosevelt in a speech from Washington.</p>
<p>Rollins College Magazine Preview 5:00-5:30 p.m. SUNDAY, FEBRUARY 19</p>	<p>A preview of the celebrated "animated magazine" of Rollins College, in which leaders in the arts, sciences, business and professional worlds speak, is held in Columbia's studios. The actual event occurs on February 26, at Winter Park, Florida.</p>
<p>Flamingo Stakes 4:15-4:45 p.m. SATURDAY, FEBRUARY 25</p>	<p>The Flamingo Stakes, richest three-year-old race of the Florida season, is described by Bryan Field, Columbia's turf reporter.</p>
<p>Brotherhood Program 5:00-5:30 p.m. SUNDAY, FEBRUARY 26</p>	<p>The National Conference of Jews and Christians, holds its annual program, with scenes from "The American Way," starring Fred March and Florence Eldridge, and speeches and music.</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION														
<p>CBS ADULT EDUCATION BOARD</p>	<p>The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:</p> <table border="0"> <tr> <td>LYMAN BRYSON, chairman</td> <td>SPENCER MILLER, JR.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCENT</td> </tr> <tr> <td>ROBERT I. GANNON, S. J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALVIN S. JOHNSON</td> <td>RAY LYMAN WILBUR</td> </tr> <tr> <td>HENRY R. LYCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, chairman	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LYCE	JOSEPH H. WILLITS
LYMAN BRYSON, chairman	SPENCER MILLER, JR.														
STRINGFELLOW BARR	RUTH BRYAN ROHDE														
WILLIAM BENTON	THOMAS V. SMITH														
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT														
ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE														
ALVIN S. JOHNSON	RAY LYMAN WILBUR														
HENRY R. LYCE	JOSEPH H. WILLITS														
<p>Americans at Work 7:00-7:30 p.m. EACH SATURDAY</p>	<p>Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and workshops throughout the land. The February schedule:</p> <p>FEBRUARY 4: The Dressmaker. FEBRUARY 11: The Plumber. FEBRUARY 18: The Silversmith. FEBRUARY 25: The School Teacher.</p>														
<p>The People's Platform 7:00-7:30 p.m. EACH SUNDAY</p>	<p>Columbia presents a novel series in which four typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinner, during which solutions to current problems are sought through an exchange of ideas.</p> <p>FEBRUARY 5: "Do We Need a National Health Program?" FEBRUARY 12: "Are Taxes Too High?" FEBRUARY 19: To be announced. FEBRUARY 26: "Propaganda."</p>														

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>Of Men and Books 4:45-5:00 p.m. EACH TUESDAY</p>	<p>Current books and authors are discussed by Professor John T. Frederick of the Medill School of Journalism at Northwestern University.</p> <p>FEBRUARY 7: Biographies of Longfellow and Goya; autobiography of Edna Ferber.</p> <p>FEBRUARY 14: Three novels by Rachel Field, Mildred Walker and Herbert Krause.</p> <p>FEBRUARY 21: H. E. Wildes' "Valley Forge"; E. Van Wyck Mason's "Three Harbours"; Cyri Harris' "Trumpets at Dawn."</p>
<p>Adventures in Science 7:15-7:30 p.m. EACH THURSDAY</p>	<p>Watson Davis interviews prominent scientists on these programs presented in cooperation with Science Service, Inc.</p> <p>FEBRUARY 2: Professor Enrico Fermi, Nobel Prize winner in Physics, 1938.</p> <p>FEBRUARY 9: Dr. Walter B. Cannon, Harvard "What Strong Emotions Do To Us."</p>
<p>Men Behind the Stars 5:15-5:30 p.m. EACH FRIDAY</p>	<p>The lives and discoveries of astronomers throughout the ages are dramatized in this series, presented by Prof. William H. Barto Jr. of the Hayden Planetarium, and Harold Christian Adamson of the American Museum.</p> <p>FEBRUARY 3: Fraunhofer.</p> <p>FEBRUARY 10: Bonds (father and son).</p> <p>FEBRUARY 17: Draper, Pickering.</p> <p>FEBRUARY 24: Roemer.</p>
<p>What Price America? 5:00-5:30 p.m. EACH SATURDAY</p>	<p>The story of the natural resources of America—their original abundance, gradual depletion and present efforts at conservation—is told through dramatizations presented by CBS in cooperation with the U. S. Dept. of Interior.</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>American School of the Air 2:30-3:00 p.m. MONDAY THRU FRIDAY</p>	<p>THE AMERICAN SCHOOL OF THE AIR is in its eleventh consecutive season on the Columbia Network. The February schedule:</p>
	<p>Mondays—<i>Frontiers of Democracy.</i></p>
	<p>FEBRUARY 6: To the Big City.</p>
	<p>FEBRUARY 20: The Deserted Village.</p>
	<p>FEBRUARY 27: Following the Seasons.</p>
	<p>Tuesdays—<i>Music and the Friendly Arts.</i></p>
	<p>FEBRUARY 7: Music and Social Dancing.</p>
	<p>FEBRUARY 14: Music and the Ballet.</p>
	<p>FEBRUARY 21: Music Inspired by Painting.</p>
	<p>FEBRUARY 28: Music That Attempts to Paint.</p>
	<p>Wednesdays—<i>New Horizons.</i></p>
	<p>FEBRUARY 1: The Trail of Ancient Man.</p>
	<p>FEBRUARY 8: Home of Dragon Bones.</p>
	<p>FEBRUARY 15: Islands of Enchantment.</p>
	<p>Thursdays—<i>This Living World.</i></p>
	<p>FEBRUARY 2: "National Defense" (broadcast from Richmond Hill High School).</p>
	<p>FEBRUARY 9: "Relief and Unemployment" (from Walton Girls' High School).</p>
	<p>FEBRUARY 16: "Road to Health Security" (from Seward Park High School).</p>
	<p>FEBRUARY 23: "Propaganda" (from Erasmus Hall High School).</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	SYNOPSIS
<p>American School of the Air <i>(Continued)</i></p>	<p>Fridays—<i>Tales from Far and Near.</i></p> <p>FEBRUARY 3: Phil Stong: "Honk the Moose"</p> <p>FEBRUARY 10: Ruth Sawyer: "Tonio Antonio"</p> <p>FEBRUARY 17: Erick Berry: "Girls in Africa"</p> <p>FEBRUARY 24: Kate Seredy: "The Good Master"</p>
<p>Highways to Health 4:00-4:15 p.m. EACH TUESDAY 4:30-4:45 p.m. TUESDAY, FEBRUARY 14</p>	<p>The New York Academy of Medicine arranges these medical talks for the layman. Dr. Isaac Galdston, executive secretary of the Medical Information Bureau, is in charge.</p> <p>FEBRUARY 7: Dr. Alexander T. Martin, Director of Diseases of Children, Roosevelt Hospital: "Crippled Children Who Do Not Limp"</p> <p>FEBRUARY 14: Dr. Jesse A. Tolmech, Associate Dermatologist, Beth Israel Hospital: "Athlete's Foot."</p>
<p>"Americans All—Immigrants All" 2:00-2:30 p.m. EACH SUNDAY</p>	<p>This new series dramatizes the outstanding contributions made by all races in building the America of today. John W. Studebaker, Commissioner of Education, supervises and Gilbert Seldes prepares the scripts.</p> <p>FEBRUARY 5: Jews in America.</p> <p>FEBRUARY 12: Slavs in America (I).</p> <p>FEBRUARY 19: Slavs in America (II).</p> <p>FEBRUARY 26: Orientals in America.</p>

SERIOUS
MUSIC

PROGRAM AND TIME

New York Philharmonic-
Symphony Orchestra

3:00-5:00 p.m.

EACH SUNDAY

DESCRIPTION

The New York Philharmonic-Symphony Orchestra is now playing its ninth consecutive season as an exclusive Columbia Network feature. John Barbirolli, brilliant young English conductor, directs the concerts. Deems Taylor, Columbia's Music Consultant, is the program commentator. From Carnegie Hall this month:

FEBRUARY 5: GEORGES ENESCO, Guest Conductor. *Mozart*: Symphony No. 39; *Deems Taylor*: Suite from the Ballet, "Casanova"; *Debussy*: Prelude to "L'Après-midi d'une Faune"; *Dino Lipatti*: "Chef cu Lautari" ("Merry-making with Fiddlers"); *Enesco*: Symphony No. 1.

FEBRUARY 12: JOHN BARBIROLI returns as conductor. *Berlioz*: Overture, "The Roman Carnival"; *Rachmaninoff*: Piano Concerto No. 3. WALTER GIESEKING, pianist; *Beethoven*: Symphony No. 3.

FEBRUARY 19: *Weber*: Overture to "Euryanthe"; *Beethoven*: Symphony No. 6; *Saint-Saëns*: Violin Concerto No. 3, MISCHIA ELMAN, violinist; *Tschaikowsky*: Fantasia, "Francesco da Rimini."

FEBRUARY 26: *Sanders*: Little Symphony in G; *Schumann*: Piano Concerto in A minor, EDUARDO DEL PUEYO, pianist; *Brahms*: Symphony No. 4.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Curtis Institute of Music 3:00-4:00 p.m. EACH MONDAY</p>	<p>The Curtis Institute of Music is presenting a series of thirty Monday concerts in its tenth consecutive season on CBS. Distinguished faculty members and students perform. Chamber music groups are directed by Dr. Louis Baillet and the Curtis Symphony Orchestra is conducted by Fritz Reiner. A new feature is musical commentary by students of the Institute.</p>
<p>Story of the Song 3:30-4:00 p.m. EACH TUESDAY EXCEPT FEBRUARY 14</p>	<p>Each week outstanding singers of the concert stage are presented in selections from the treasury of songs in English. Genevieve Ross, soprano; Ruth Carhart, contralto; Mort Sahl, tenor; and Hubert Hendrie, baritone.</p>
<p>Cincinnati Symphony Children's Concert FEBRUARY 14, 3:30-4:30 p.m.</p>	<p>Eugene Goossens directs the Cincinnati Symphony Orchestra in the fourth of five Tuesday young people's concerts.</p>
<p>"Music for Fun" 5:00-5:30 p.m. EACH TUESDAY</p>	<p>Music designed to please younger listeners as well as the family group is presented on this series under the direction of Howard Barlow. Children appear on each program to express their reactions to the music, with William Spier acting as interviewer.</p>
<p>Keyboard Concerts 3:00-3:30 p.m. EACH THURSDAY</p>	<p>Outstanding artists of all the keyboard instruments are presented on these programs.</p> <p>FEBRUARY 2: Jacques Jolas. FEBRUARY 9: Alice Ehlers. FEBRUARY 16: E. Robert Schmitz. FEBRUARY 23: Hall and Gruen.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>Columbia Chamber Orchestra 3:30-4:00 p.m. FRIDAY, FEBRUARY 3 AND 10</p>	<p>Howard Barlow, Columbia's noted conductor, leads the Columbia Chamber Orchestra on Fridays. On February 3, Cadman's "American Suite" and Wolf-Ferrari's "Serenade." On February 10, a Scarlatti suite, six Italian dances and a Mozart Fantasia (K. 608).</p>
<p>United States Army and Marine Bands 3:00-3:30 p.m. EACH THURSDAY AND FRIDAY</p>	<p>Band music is played each Thursday and Friday on Columbia in half-hour programs by the United States Army Band. On occasion the Marine Band alternates with Friday programs.</p>
<p>Cincinnati Conservatory of Music 11:00 a.m.-12:00 noon EACH SATURDAY EXCEPT FEBRUARY 18</p>	<p>The Cincinnati Conservatory of Music presents its fourth season of symphonic concerts on CBS. Alexander von Kreisler arranges the programs and conducts the Conservatory symphony orchestra. Members of the artist faculty are featured each week as soloists.</p>
<p>New York Philharmonic Young People's Concert 11:00 a.m.-12:30 p.m. SATURDAY, FEBRUARY 18</p>	<p>Ernest Schelling conducts the fifth in his series of six young people's concerts by the New York Philharmonic Symphony, broadcast by CBS exclusively.</p> <p>FEBRUARY 18: <i>Bach</i>: Two Bourrées; <i>Haydn</i>: Finale from London Symphony No. 2; <i>Mozart</i>: Overture to "The Marriage of Figaro"; <i>Beethoven</i>: Scherzo from the "Eroica" Symphony; <i>Berlioz</i>: Dance of the Sylphs; <i>Strauss</i>: Til Eulenspiegel; <i>Stravinsky</i>: Selections from the "Firebird Suite."</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Indianapolis Symphony Orchestra 3:00-4:00 p.m. EACH WEDNESDAY</p>	<p>Fabien Sevitzy conducts the Indianapolis Symphony Orchestra in these hour concerts:</p> <p>FEBRUARY 8: <i>Purcell</i>: Suite in C; <i>Beethoven</i>: Symphony No. 8; <i>Griffes</i>: Pleasure Domes; <i>Kubla Khan</i>; <i>Strauss</i>: Tales from the Vienna Woods; <i>Glinka</i>: Overture to "Russland a Ludmilla."</p> <p>FEBRUARY 15: <i>Handel</i>: Concerto Gross; <i>Mahler</i>: Adagietto, Fifth Symphony; <i>Hadley</i>: Sipapu Dance; <i>Glazounov</i>: Raymonda Suite</p> <p>FEBRUARY 22: <i>Sibelius</i>: Symphony No. 1; <i>Mary Howe</i>: Spring Pastorale; <i>Guerrini</i>: "Trifons."</p>
<p>League of Composers 3:00-3:30 p.m. TUESDAY, FEBRUARY 7</p>	<p>These special concerts, arranged by the League of Composers, feature music by younger American composers. This month a regional broadcast from San Francisco includes the following music:</p> <p>FEBRUARY 7: <i>William Denny</i>: First Movement from String Quartet; <i>John St. Edmunds</i>: Two Songs; <i>Ray Green</i>: Three Children's Pieces for Piano; <i>Domenico Brescia</i>: Eclogue No. 1 for Flute and String Quartet; <i>Henry Cowell</i>: Andante for Strings; <i>Charles Cushing</i>: Third Movement from String Quartet No. 2.</p>

**CHILDREN'S
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>"So You Want to Be--" 5:30-5:45 p.m. EACH WEDNESDAY</p>	<p>Successful persons in all walks of life are the subjects of interviews by youngsters who want to follow in their footsteps. The program is presented with the cooperation of <i>Young America</i> magazine.</p> <p>FEBRUARY 1: Dr. Carl Norcross, Board of Education, and Marie Hess, chief stewardess, United Air Lines—"So You Want to Be in Aviation."</p> <p>FEBRUARY 8: Andrew Reinhard—"So You Want to Be an Architect."</p> <p>FEBRUARY 15: John Carter—"So You Want to Be an Opera Singer."</p> <p>FEBRUARY 22: Edward S. Rudloff, president Citizens' National Bank & Trust, Englewood, N. J.—"So You Want to Be a Banker."</p>
<p>"March of Games" 5:15-5:30 p.m. EACH WEDNESDAY AND FRIDAY</p>	<p>Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. Arthur Ross, 14-year-old master of ceremonies and Sybil Trent, 11-year-old "Miss Drum Major" are featured.</p>
<p>"Let's Pretend" 5:15-5:45 p.m. EACH MONDAY AND THURSDAY</p>	<p>The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented on a new schedule of twice weekly with a cast of child actors. These dramas have been a Columbia children's feature for eight years.</p>

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
<p>Church of the Air 10:00-10:30 a.m. 1:00-1:30 p.m. EACH SUNDAY</p>	<p>The <i>Church of the Air</i> is presenting its 3rd consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.</p> <p>FEBRUARY 5: <i>Morning</i>—Rev. Charles Les Glenn, Rector of Christ Church (Episcopal), Cambridge, Mass. <i>Afternoon</i>—Rt. Rev. Edward J. Flanagan, Founder and Director of Father Flanagan's Boys Home, Boys Town, Nebraska.</p> <p>FEBRUARY 12: <i>Morning</i>—Rev. Theodore Vogler, Bryn Mawr Community Church (Congregational), Chicago. <i>Afternoon</i>—Rabbi Abraham J. Feldman, Temple Beth Israel, Hartford, Conn.</p> <p>FEBRUARY 19: <i>Morning</i>—Rev. Frederick Meyer, D.D., Fordham Lutheran Church, New York City. <i>Afternoon</i>—Very Rev. Msgr. Joseph W. Keyes, St. James Church (Catholic), Kansas City, Mo.</p> <p>FEBRUARY 26: <i>Morning</i>—Rev. Paul S. Durham, Union Methodist Episcopal Church, St. Louis. <i>Afternoon</i>—Rev. Finis S. Idleman, D.D., Central Church of Disciples of Christ, N. Y. C.</p>
<p>"Wings Over Jordan" 9:00-9:30 a.m. EACH SUNDAY</p>	<p>This program of religious talks and spiritual music is presented by outstanding Negro leaders and educators and a choir of 35 voices.</p>

PERSONALITIES

PROGRAM AND TIME	DESCRIPTION
<p>"This Is New York" 8:00-9:00 p.m. EACH SUNDAY</p>	<p>The new CBS variety show, "This Is New York," draws its stars and its material directly from the Big City and brings to the microphone such entertainingly divergent personalities as Mayor LaGuardia, Elsa Maxwell, ex-Mayor James J. Walker, Louis Armstrong and Alexander Woolleott. Deems Taylor is the current master of ceremonies, while Leith Stevens and his orchestra supply the music. The entire show is produced by Ed Gardner, who also appears as "Archie," a heckler.</p>
<p>Irene Beasley's R. F. D. #1 2:15-2:30 p.m. MONDAY THRU FRIDAY</p>	<p>This intimate and informal "one-woman" show of music and homely commentary by Irene Beasley is dedicated to America's farm women. One of the features is the Friday "mectin'-day" with guests and studio audience.</p>
<p>Richard Maxwell 9:00-9:15 a.m. MONDAY, WEDNESDAY AND FRIDAY</p>	<p>Richard Maxwell presents three programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose augments the songs of the CBS tenor.</p>
<p>Major Bowes' Capitol Family 11:30 a.m. 12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the Dalton Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herman, xylophonist, and Waldo Mayo's Orchestra.</p>
<p>Bob Byron 8:00-8:15 a.m. MONDAY THRU SATURDAY</p>	<p>Bob Byron helps the Columbia audience to waken in a cheerful mood with his songs, whistling and merry banter.</p>

CBS SUSTAINING PROGRAMS

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Saturday Night Swing Club 7:00-7:30 p.m. EACH SATURDAY</p>	<p>With Walter Gross as band director and Allen as swing commentator, the Swing Club guests this month include Benny Goodman, Artie Shaw, Mildred Bailey, Joe Marsala, Wylie and Bob Crosby.</p>
<p>"The Zany Family" 4:15-4:45 p.m. EACH WEDNESDAY</p>	<p>"The Zany Family", a talented group of scrappers, put their family antics on the air. With Charley Austen (Poppa Zany) as m.c., Ruth Carhart, Doris Rhodes, Barry Wood and Mark Warnow's orchestra.</p>
<p>Ray Block's Varieties 4:15-4:45 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these variety programs, assisted by guest vocalists and rhythm groups.</p>
<p>Al Bernard's Merry Minstrels FRIDAYS, 4:45-5:00 p.m.</p>	<p>A streamlined, modern version of the old-time minstrel show. Al Bernard, long a headline in this field of entertainment, is starred.</p>
<p>Jack Berch 10:30-10:45 p.m. EACH TUESDAY</p>	<p>Jack Berch, Columbia's baritone star, is heard with the Four Clubmen and Leith Stevens and his orchestra in this new weekly program.</p>
<p>National Hillbilly Champions 10:00-10:30 a.m. EACH SATURDAY</p>	<p>Hillbilly music, performed by the nation's leading mountaineer group. Pappy Cheshier and the National Hillbilly Champions, is heard each Saturday morning from station KMOX.</p>
<p>"Musical Weekly" 10:30-11:00 p.m. EACH WEDNESDAY</p>	<p>Buddy Clark's "Musical Weekly" features Wynne, Joe Sogja and Leith Stevens' orchestra and instrumentalists.</p>

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION																				
<p>Moods for Moderns 1:30-2:00 p.m. EACH SATURDAY</p>	<p>Lyn Murray, outstanding young conductor, directs these programs of original arrangements of modern music, and features guest soloists and choruses.</p>																				
<p>CBS Vocalists Various hours MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:</p> <table border="0" data-bbox="786 704 1229 856"> <tr> <td>Ruth Carhart</td> <td>Genevieve Rowe</td> </tr> <tr> <td>Ray Heatherton</td> <td>Jack Shannon</td> </tr> <tr> <td>Audrey Marsh</td> <td>Barry Wood</td> </tr> <tr> <td>Doris Rhodes</td> <td>Nan Wynn</td> </tr> </table>	Ruth Carhart	Genevieve Rowe	Ray Heatherton	Jack Shannon	Audrey Marsh	Barry Wood	Doris Rhodes	Nan Wynn												
Ruth Carhart	Genevieve Rowe																				
Ray Heatherton	Jack Shannon																				
Audrey Marsh	Barry Wood																				
Doris Rhodes	Nan Wynn																				
<p>Deep River Boys, Eton Boys, Four Clubmen Various hours</p>	<p>These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.</p>																				
<p>Dance Orchestras Various hours MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for February:</p> <table border="0" data-bbox="786 1285 1216 1656"> <tr> <td>Dick Barrie</td> <td>Herbie Holmes</td> </tr> <tr> <td>Charles Baum</td> <td>Paul Kain</td> </tr> <tr> <td>Ben Bernie</td> <td>Sammy Kaye</td> </tr> <tr> <td>Archie Bleyer</td> <td>Henry King</td> </tr> <tr> <td>Cab Calloway</td> <td>Enoch Light</td> </tr> <tr> <td>Jack Denny</td> <td>Jack Marshard</td> </tr> <tr> <td>Jimmy Dorsey</td> <td>Leighton Noble</td> </tr> <tr> <td>Glen Gray</td> <td>Red Norvo</td> </tr> <tr> <td>George Hamilton</td> <td>Harry Owens</td> </tr> <tr> <td>Little Jackie Heller</td> <td>Ramona</td> </tr> </table>	Dick Barrie	Herbie Holmes	Charles Baum	Paul Kain	Ben Bernie	Sammy Kaye	Archie Bleyer	Henry King	Cab Calloway	Enoch Light	Jack Denny	Jack Marshard	Jimmy Dorsey	Leighton Noble	Glen Gray	Red Norvo	George Hamilton	Harry Owens	Little Jackie Heller	Ramona
Dick Barrie	Herbie Holmes																				
Charles Baum	Paul Kain																				
Ben Bernie	Sammy Kaye																				
Archie Bleyer	Henry King																				
Cab Calloway	Enoch Light																				
Jack Denny	Jack Marshard																				
Jimmy Dorsey	Leighton Noble																				
Glen Gray	Red Norvo																				
George Hamilton	Harry Owens																				
Little Jackie Heller	Ramona																				

CBS SOUTH AMERICAN PROGRAMS

**SPECIAL CBS
PROGRAMS
SENT TO S. A.**

PROGRAM AND TIME	DESCRIPTION
<p>CBS FOREIGN LANGUAGE SCHEDULE TO SOUTH AMERICA</p>	<p>The Columbia Network's program scheduled to South America, over short-wave stations W2XE (New York) and W3XAU (Philadelphia), consists of programs designed exclusively for South American listeners, as well as selected programs heard over the regular network. The exclusively South American programs are listed below, followed by a list of some of the regular network programs carried to South America by CBS short-wave.</p>
<p>News in Spanish <i>Alberto Zalamea</i> MON. THRU FRI., 6:45-7:00 p.m.</p>	<p>This program of world-wide news events is broadcast in Spanish by Alberto Zalamea, a well-known journalist who is a native of Bogota, Colombia.</p>
<p>News in Portuguese <i>Luis Correa</i> MON. THRU FRI., 7:15-7:30 p.m.</p>	<p>This news program is reported in Portuguese by Luis Correa, native Brazilian journalist for CBS listeners in Brazil.</p>
<p>Women's Program in Spanish 9:30-9:45 p.m. EACH TUESDAY AND THURSDAY</p>	<p>Presented under the auspices of the Human Relations Committee of the National Council of Women of the United States, this series features news of special interest to the women of Latin and South America.</p>
<p>Cultural News in Spanish 8:30-8:45 p.m. EACH WEDNESDAY</p>	<p>Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.</p>
<p>News in Spanish <i>Americo Lugo-Romero</i> SAT. AND SUN., 6:45-7:00 p.m.</p>	<p>World-wide and cultural news of special interest to central South American listeners is reported twice weekly by Americo Lugo-Romero.</p>

**SPECIAL CBS
PROGRAMS
SENT TO S. A.**

PROGRAM AND TIME	DESCRIPTION
<p>Carmen Castelo's Broadway Column in Spanish FRIDAY, 6:30-6:45 p.m.</p>	<p>The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.</p>
<p>Town Hall Concerts, with Spanish Program Notes 8:30-10:30 p.m. FEBRUARY 4 AND 22</p>	<p>By special arrangement with Town Hall, Inc. in New York City, CBS broadcasts concert programs to South America at regular intervals. This month's schedule:</p> <p>FEBRUARY 4: Noemi Bittencourt, soprano.</p> <p>FEBRUARY 22: The New York Philharmonic-Symphony String Quartet.</p>
<p>Popular and Light Music Announced in Spanish MONDAY THRU SUNDAY</p>	<p>Programs of dance music, announced in Spanish, are broadcast several times daily over both W2XE and W3XAU.</p>
<p>New York Philharmonic-Symphony Orchestra, with Spanish Program Notes SUNDAY, 3:00-5:00 p.m.</p>	<p>The regular Sunday afternoon concerts by the New York Philharmonic-Symphony from Carnegie Hall are broadcast in full to South America, with program comments announced in Spanish.</p>
<p>Other Program Highlights <i>Various hours</i> MONDAY THRU SUNDAY</p>	<p>SUNDAYS: Church of the Air; Americans All, Immigrants All; Sunday Evening Hour. MONDAYS: Curtis Institute; Radio Theater. TUESDAYS: Current Questions. WEDNESDAYS: Star Theater. THURSDAYS: Major Bowes. FRIDAYS: Orson Welles. SATURDAYS: Prof. Quiz.</p>

**TYPICAL CBS
NETWORK
PROGRAMS
SENT TO S. A.**

ADDENDA: JANUARY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *January* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

- JANUARY 3: George H. Davis, president of the U. S. Chamber of Commerce, told "What Business Asks of Congress," 10:45-11 p.m.
- JANUARY 5: Erwin Canham of the *Christian Science Monitor*, analyzed the President's budget message, 2:15-2:30 p.m.
- JANUARY 6 AND 10: Bishop James Hugh Ryan of Omaha and the Rev. Dr. Maurice Sheehy of Catholic University spoke from Rio de Janeiro January 6, 10:45-11 p.m., and from Buenos Aires, January 10, 6:45-7 p.m.
- JANUARY 7: Governor Culbert L. Olson (D) of California, gave his decision pardoning Tom Mooney, 2:30-2:45 p.m.
- JANUARY 11: Dr. Ben M. Cherrington of the State Department, Benjamin Cohen of the Chilean Foreign Office, Dr. Herbert G. Bolton of the University of California, and several American delegates to the first Inter-American Conference on Intellectual Cooperation, discussed the work from Santiago, 6-6:15 p.m.
- JANUARY 12: Erwin Canham analyzed the President's armaments message, 2:15-2:30 p.m.
- JANUARY 13: Paul Reynaud, French Finance Minister, maintained "France Is Sound," 6:45-7 p.m.
- JANUARY 13: The "appeasement" trip of Prime Minister Neville Chamberlain to Premier Mussolini in Italy was described in two broadcasts from Rome. On January 13 Father Delaney described Mr. Chamberlain's visit to Pope Pius XI, 11-11:05 a.m., and Shirer spoke of the Chamberlain-Mussolini meetings, 3-3:15 p.m.
- JANUARY 14: Representative Clarence Cannon (D) of Missouri discussed "The Relief Appropriation," 10:45-11 p.m.
- JANUARY 16: Harry B. Mitchell, president of the U. S. Civil Service Commission, spoke on "Civil Service and Democracy," on the 56th anniversary of the Civil Service law, 5-5:15 p.m.
- JANUARY 17: Dorothy Thompson gave "Re-declaration of American Faith," 6:45-7 p.m.
- JANUARY 20: "What's Next in Europe" was pondered by H. V. Kaltenborn, Maurice Hindus, Edward R. Murrow and Bob Trout with a cable from William L. Shirer in Geneva, 10:45-11 p.m.
- JANUARY 21: Mrs. Franklin D. Roosevelt

proposed "Education in Democracy," 2:30-4:45 p.m.

"The WPA" was the subject of Senator Claude Pepper (D) of Florida, 10:45-11 p.m.

● JANUARY 22: Jacques Kayser, vice-president of the French Radical-Socialist party, was interviewed here by Pierre Bedard on "French-Italian Relations," 10:45-11 p.m.

● JANUARY 23: Prime Minister Neville Chamberlain spoke from London at the National Service Air Raids Precaution Rally, 1:25-4:40 p.m.

● JANUARY 24: Representative Wright Patman (D) of Texas advocated "The Patman Chain Store Bill," 10:45-11 p.m.

● JANUARY 27: "Education—the First Line of Defense" was the topic of Dean Carl W. Ackerman of the Columbia School of Journalism, 4:45-5 p.m.

Robert Okin, AP correspondent, speaking from Perpignan, described Barcelona under Franco, 6:05-6:15 p.m.

● JANUARY 28: Prime Minister Chamberlain discussed the role of the democracies in the international scene, 4:30-5 p.m.

Charles Foltz, AP correspondent, described the flight of 20,000 refugees from Spain into France, 6:15-6:30 p.m.

Senator Rush D. Holt (D) of West Virginia called "WPA—A Paradise for Bosses," 10:45-11 p.m.

SPECIAL EVENTS

● JANUARY 7: The Frances Willard Centenary Celebration began with an informal

round table discussion of her career by Mrs. Ida B. Wise Smith, Mrs. Marion Strader, Miss Celia Howard, Mrs. Catherine Waugh McCullough, Mrs. J. DeForest Richards and Dr. Walter Dill Scott, president of Northwestern University, 2:45-3:15 p.m.

● JANUARY 9: The Providence, R. I., Safety Celebration, featured Governor William H. Vanderbilt and Burton Marsh, director of Safety for the American Automobile Association, 2-2:30 p.m.

● JANUARY 14: Governor James V. Allred (D) of Texas, conferred honorary commissions in the Texas Rangers to the musical "Texas Rangers," for two years a Columbia Network feature, 3:30-4 p.m.

● JANUARY 22: "The March of Dimes" for the infantile paralysis campaign, had an hour program from Hollywood, with stars of screen and radio, 11-12 midnight.

● JANUARY 28: Governor Harold E. Stassen (R) of Minnesota, Mayor William Fallon of St. Paul and Carl Gray, executive vice-president of the Omaha Railroad, were among those participating in the opening ceremonies of the annual St. Paul Winter Carnival, broadcast from the St. Paul Auditorium, 4-4:30 p.m.

● JANUARY 30: CBS coverage of the Presidential Birthday Celebrations the country over included the President's speech, 11:30-11:45 p.m., talks by several other officials of the Infantile Paralysis Committee, a glimpse of the "Hardy Family" with Robert Young in Hollywood, and music by Paul Whiteman from Washington, Fred Waring from Philadelphia, and Meyer Davis from New York, 11:15-12 midnight.



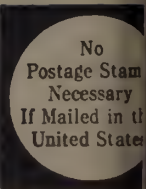
ARTHUR HULL HAYES, *Sales Manager*
WABC — 485 Madison Avenue,
New York City

I'd like to know more about WABC's coverage, audience leadership, and programs for *local* sponsorship.

Name _____

Company _____

Address _____

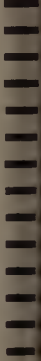


BUSINESS REPLY CARD
FIRST CLASS PERMIT NO. 4556, SEC. 510 P. L. & R., NEW YORK, N. Y.

ARTHUR HULL HAYES, *Sales Manager*

WABC—485 Madison Avenue

New York City





THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

Administrative Offices: 485 Madison Avenue, New York • 1622 Chestnut Street, Philadelphia
410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • 817 Earle Building,
Washington • Columbia Square, Hollywood • Palace Hotel, San Francisco

We the People

The Constitution is the only document that has ever been written by the people of this country. It is the only document that has ever been written by the people of this country. It is the only document that has ever been written by the people of this country.

Handwritten text, likely bleed-through from the reverse side of the page. The text is dense and covers most of the upper half of the page.



IMMEDIATELY FOLLOWING H. N. SMITH (TV Smith) on left and Senator Robert Taft (R) on right, discuss national problems weekly. See page 26



MARCH, 1939

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA

DDDDAM BOOK

WABC's *Local Business Surges UP!* (See page 23)

SINCE WABC's dramatic entrance into the *local* advertising scene in 1938, twelve sponsors have bought programs on New York's *best known and best liked* station. In the world's largest market, WABC carries every Columbia Network program (with very few exceptions) described on the following pages. In addition to its brilliant network schedule, WABC has CBS-created *local* programs, with ready-built audiences, available now for *local* sponsorship. A list of current WABC sponsors is given on pages 23 and 24. Would you like to know *why* these advertisers selected WABC for selling the nation's first market? (A reply card is bound into the back of the book.)



MARCH, 1939

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 24

CBS SUSTAINING PROGRAMS: pp. 25 to 47

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

INDEX: COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

- CHRYSLER CORPORATION:
Plymouth, Dodge, DeSoto,
Chrysler motor cars Page 5
- FORD MOTOR COMPANY:
Ford, Lincoln, Lincoln Zephyr,
Mercury Page 9
- UNITED STATES RUBBER COMPANY:
Tires and Rubber Products . . . Page 21

● CIGARETTES & TOBACCO

- AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes,
Half & Half Smoking Tobacco,
Roi-Tan Cigars Page 3
- LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes Page 15
- P. LORILLARD COMPANY:
Old Gold Cigarettes Page 15
- PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes Page 17
- R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
Prince Albert Tobacco Page 19
- U. S. TOBACCO COMPANY:
Dill's Best,
Model Smoking Tobacco Page 21

● CONFECTIONERY

- EUCLID CANDY COMPANY:
Candy Bars Page 9
- PETER PAUL, INC.:
Mounds Candy Bars Page 23
- WM. WRIGLEY JR. COMPANY:
Wrigley's Spearmint Gum,
Wrigley's Doublemint Gum . . . Page 21

● DRUGS & TOILET GOODS

- AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics . Page 3
- ANACIN COMPANY:
Anacin Page 3
- BAYER COMPANY:
Bayer Aspirin Page 3

- A. S. BOYLE COMPANY:
Hill's Nose Drops Page 3
- CAMPANA SALES COMPANY:
Italian Balm, Dreskin,
Coolies, D.D.D. Page 5
- CHESEBROUGH MANUFACTURING COMPANY:
"Vaseline" preparations Page 5
- COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
Colgate Dental Cream,
Colgate Tooth Powder,
Palmolive Soap,
Palmolive Shave Cream,
Palmolive Brushless Shave . Pages 5 and 7
- DUART MANUFACTURING COMPANY:
"Creme of Milk" Face Cream,
Lotion, Lipstick, Cosmetics . . Page 7
- INTERNATIONAL CELLUCOTTON
PRODUCTS CO.:
Kleenex Page 13
- KOLYNOS COMPANY:
Kolynos Toothpaste Page 13
- LADY ESTHER COMPANY:
Cosmetics Page 13
- THE LAMBERT COMPANY:
Listerine Products,
Prophylactic Brushes Page 13
- THOMAS LEEMING CO.:
Baume Bengué Page 23
- LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lux Toilet Soap Page 13
Lifebuoy Page 15
- MENNEN COMPANY:
Mennen Drug Products Page 17
- MCKESSON & ROBBINS, INC.:
Calox Toothpowder,
Solidified Albolene Page 15
- NOXZEMA CHEMICAL COMPANY:
Noxzema Page 17
- PACKERS TAR SOAP, INC.:
Tar Soap, Scalptone Page 23
- THE PROCTER & GAMBLE COMPANY:
(See also Laundry Soaps; Foods)
Ivory Soap, Drene Page 19

● FOODS & BEVERAGES

- BOSCO COMPANY:
Bosco (Milk Amplifier) Page 23
- CAMPBELL SOUP COMPANY:
Campbell's Soups,
Beans, and Tomato Juice . . Pages 5 and 23
- CALAVO GROWERS OF CALIFORNIA:
Calavos Page 5
- CONTINENTAL BAKING COMPANY, INC.:
Wonder Bread, Hostess Cake . . Page 7
- B. FISCHER CO.:
Astor Coffee Page 23
- GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
Calumet Baking Powder,
Diamond Crystal Salt,
Huskies, Post Toasties, Postum, Sanka Coffee,
Swans Down Cake Flour . . Pages 9 and 11
- GENERAL MILLS, INC.:
(See also Miscellaneous)
Corn Kix Page 11
- HAWAIIAN PINEAPPLE COMPANY:
"Dole" Pineapple,
"Dole" Pineapple Juice Page 11
- HORN & HARDART CO.:
Automats Page 23
- KELLOGG COMPANY:
Kellogg's Corn Flakes Page 13
- LEVER BROTHERS COMPANY:
(See also Drugs; Laundry Soaps)
Spry Page 15
- LIGGETT DRUG CO.:
Fountain Service Page 23
- PENICK & FORD, LTD.:
My-T-Fine Dessert Page 17
- PET MILK SALES CORPORATION:
Pet Evaporated Milk Page 17
- THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Laundry Soaps)
Crisco Page 19
- S AND W FINE FOODS, INC.:
Food products Page 21

● LAUNDRY SOAPS & ACCESSORIES

- COLGATE-PALMOLIVE-PEET COMPANY:
(See also Drugs & Toilet Goods)
Concentrated Super Suds Page 5

- THE CUDAHY PACKING COMPANY:
Old Dutch Cleanser Page 7
- GENERAL FOODS CORPORATION:
(See also Foods)
La France,
Satina Page 11
- LEVER BROTHERS COMPANY:
(See also Drugs; Foods)
Lux Flakes, Rinso Pages 13 and 15
- THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Foods)
Chipso, Ivory, Oxydol Page 19

● LUBRICANTS

- ETHYL GASOLINE COMPANY:
"Ethyl" gasoline Page 7
- GULF OIL CORPORATION:
Motor Oil and Gas Page 11
- RIO GRANDE OIL, INC.:
Petroleum products Page 19
- THE TEXAS COMPANY:
"Texaco" products Page 21

● MISCELLANEOUS

- BULOVA WATCH CO.:
Bulova Watches Page 23
- DUNN & MCCARTHY, INC.:
Emma-Jettick Shoes Page 23
- E. I. DU PONT DE NEMOURS
& COMPANY:
Institutional Advertising Page 7
- GENERAL MILLS, INC.:
(See also Foods)
Institutional Advertising Page 11
- HOUSEHOLD FINANCE CORPORATION:
Personal Loan Service Page 11
- INTERNATIONAL SILVER COMPANY:
1847 Rogers Bros. Silver Page 13
- MELVILLE SHOE CO.:
Thom McAn Shoes Page 23
- OLSON RUG CO.:
Olson Rugs Page 23
- PERSONAL FINANCE COMPANY:
Personal Loan Service Page 17

All time listed on the following pages is current New York time unless otherwise indicated.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cosm
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobac Roi-Tan Cigars
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin
A. S. BOYLE COMPANY	Hill's Nose Drops

PROGRAM	TIME	AGENCY	ON CBS*
The Romance of Helen Trent <i>Serial drama</i> (also A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	273 Weeks
Our Hit Parade Mark Warnow's Orchestra, Benny Ross, Raymond Scott's Sextet, Kay Lorraine and the Big Smiths <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m. ORIGINATES: WABC	Lord & Thomas	148 Weeks
On Bernie and All the Lads Bob Lew Lehr <i>Music and comedy</i>	Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> <i>12 mid.-12:30 a.m.</i> ORIGINATES: WABC	Young & Rubicam, Inc.	
Phyllis Tucker and Her Show <i>Musical</i>	Mon., Wed., Fri. 6:45-7:00 p.m. <i>Rebroadcast</i> <i>Mon., Wed., 12:30-12:45</i> <i>a.m.; Fri., 1-1:15 a.m.</i> ORIGINATES: WABC	Lord & Thomas	
Mr. Gal, Sunday <i>Serial drama</i> (also KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	109 Weeks
Second Husband Starring Helen Menken, presented by the Famous Actors' Guild <i>Dramatic</i>	Tuesday 7:30-8:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	390 Weeks
The Romance of Helen Trent <i>Serial drama</i> (also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	198 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
CALAVO GROWERS OF CALIFORNIA	Calavos
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHESEBROUGH MANUFACTURING COMPANY	"Vaseline" preparations
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave Concentrated Super Suds

PROGRAM	TIME	AGENCY	ON AIR
Teacher Wiley with Barbara Luddy and Tremayne <i>Drama at the "Little Theater off Times Square"</i>	Thursday 12:45-1:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	8 Weeks
5th Nighter with Barbara Luddy and Tremayne <i>Drama at the "Little Theater off Times Square"</i>	Friday 8:00-8:30 p.m. ORIGINATES: WBRM	Aubrey, Moore & Wallace, Inc.	57 Weeks
Campbell Playhouse with Lon Welles, director; and guest stars <i>Dramatizations</i>	Friday 9:00-10:00 p.m. ORIGINATES: WABC	Ward Wheelock Company	221 Weeks
Dr. Christian starring Jean Hersholt <i>Dramatic</i>	Tuesday 10:00-10:30 p.m. ORIGINATES: KNX	McCann-Erickson, Inc.	47 Weeks
Major Bowes' Original Amateur Hour <i>Creatures, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	156 Weeks
Delegate Ask-It Basket with McWilliams, MC <i>Questions and answers</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	97 Weeks
Long Busters <i>Police file dramatizations</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC		155 Weeks
Port and Marge <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. ORIGINATES: WABC		156 Weeks

The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i>	Palmolive Soap Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
DUART MANUFACTURING COMPANY	"Creme of Milk" Face Cream Lotion, Lipstick, Cosmetics
E. I. DU PONT DE NEMOURS & COMPANY	Institutional Advertising
ETHYL GASOLINE CORP.	"Ethyl" Gasoline

PROGRAM	TIME	AGENCY	ON CBS
Top House starring Bess Johnson <i>Dramatic serial</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	159 Weeks
Stepmother <i>Dramatic serial</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	97 Weeks
The Wonder Show starring Jack Haley, Lucille Ball, Virginia Verrill, Artie Auerbach and Ted Fio-Rito's Orchestra <i>Music and comedy</i>	Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. ORIGINATES: KNX	Benton & Bowles, Inc.	206 Weeks
Pretty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. ORIGINATES: WABC		
Bachelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WBBM	Roche, Williams & Cunnyngham, Inc.	218 Weeks
Problem Clinic	Sunday 2:30-3:00 p.m. PST ORIGINATES: KSFQ	Erwin, Wasey & Co.	7 Weeks
Cavalcade of America Thomas Chalmers, narrator; Paul Ruysdael, commentator; the Voorhees' Orchestra and dramatic cast	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid. 12:30 a.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	155 Weeks
Line-Up Time starring Walter O'Keefe, Andre Kostelanetz's Orchestra, the Thompson's Rhythm Singers and guest stars <i>Musical variety</i>	Thursday 10:00-10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	7 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
<p>EUCLID CANDY COMPANY OF CALIFORNIA, INC.</p>	<p>Candy Bars</p>
<p>FORD MOTOR COMPANY</p>	<p>Ford Lincoln Lincoln Zephyr Mercury</p>
<p>GENERAL FOODS CORPORATION</p>	<p>Sanka Coffee</p> <p>Huskies</p> <p>Calumet Baking Powder Swans Down Cake Flour</p> <p>Post Toasties</p>

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS*
Headlines on Parade with Knox Manning <i>News</i>	†Monday 5:30-5:45 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	67 Weeks
Sunday Evening Hour with the New York Philharmonic Symphony Orchestra and conductor, Eugene Ormandy*, conductor. <i>Guest Soloists:</i> RCH 5: Robert Virovai RCH 12: Bidu Sayao RCH 19: Walter Gieseking RCH 26: Richard Tauber <i>Symphonic music, and talks by W. J. Cameron</i> e.g., March 26, Franco Ghione is conductor	Sunday 9:00-10:00 p.m. ORIGINATES: WJR	N. W. Ayer & Son, Inc.	257 Weeks
Life with the People with Gabriel Heatter, Harry von Zell and Guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	210 Weeks
Life with Penner with Dick Ryan, Gay Seabrooke, Sammy Lane, Margaret Brayton, Sylvia Atwell, Lillian Randolph, Joe Penner and Ben Pollack's Orchestra <i>Comedy and music</i>	Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 8:30-9:00 p.m. ORIGINATES: KNX	Benton & Bowles, Inc.	
Life with the Smith Hour with Abbott and Costello, comedians; "The Aldrich Family," comedy troupe; Ted Straeter Choir, Jack Miller's Orchestra and guest stars <i>Variety show</i>	Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 11:30-12:30 a.m. ORIGINATES: WABC	Young & Rubicam, Inc.	
Life with E. Brown with Frank Gill and Bill Demling, comedians, Paula Winslow, Margaret McCrae, vocalist and Betty Sosnik's Orchestra <i>Comedy and music</i>	Saturday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. ORIGINATES: KNX	Benton & Bowles, Inc.	

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
GENERAL FOODS CORPORATION <i>Continued</i>	La France Satina Diamond Crystal Salt Postum
GENERAL MILLS, INC.	Institutional Advertising Corn Kix
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
HOUSEHOLD FINANCE CORPORATION	Personal Loan Service

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
Mary Margaret McBride <i>Radio columnist</i>	Mon., Wed., Fri. 12:00-12:15 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	210 Weeks
Kate Smith—Noonday Chats <i>News and features</i>	Tues., Thurs., Sat. 12:00-12:15 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	
Hum and Abner <i>Comedy sketches</i>	Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	
Altenborn Comments <i>News</i>	Sunday 10:30-10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	450 Weeks
The Grouch Club with Jack Lescoulie <i>Comedy</i>	†Tuesday 9:30-10:00 p.m. PST ORIGINATES: KNX	Blackett-Sample-Hummert, Inc.	
Hollywood Guild (Screen stars as guests; George Murphy, MC, and Oscar Bradley's Orchestra) <i>Variety and drama</i>	Sunday 7:30-8:00 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	264 Weeks
Honolulu Bound starring Phil Baker, "Bottle", Andrews Sisters and Eddie Lange's Orchestra <i>Comedy, musical</i>	Saturday 9:00-9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	7 Weeks
Can Be Done starring A. Guest, poet-philosopher, presenting dramatized lives of various guests <i>Comedy and drama</i>	Wednesday 10:30-11:00 p.m. ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	61 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
INTERNATIONAL SILVER COMPANY	1847 Rogers Bros. Wm. Rogers & Son
KELLOGG COMPANY	Kellogg's Corn Flakes
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap Rinso

PROGRAM	TIME	AGENCY	ON CBS
Her Honor, Nancy James Starring Barbara Weeks and Ted Wever <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. ORIGINATES: WABC	Lord & Thomas	87 Weeks
Over Theater Conrad Nagel, narrator-director, with guest stars of stage and screen <i>Dramatic</i>	Sunday 6:00-6:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	70 Weeks
Howie Wing <i>Aviation Adventure</i>	Mon. thru Fri. 6:15-6:30 p.m. <i>Rebroadcast</i> 8:15-8:30 p.m. ORIGINATES: WABC	J. Walter Thompson Company	45 Weeks
Our Gal, Sunday <i>Serial drama</i> (see also ANACIN COMPANY)	Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	376 Weeks
Guy Lombardo and his Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. ORIGINATES: WARC	Lord & Thomas	273 Weeks
Grand Central Station <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. ORIGINATES: WABC	Lambert & Feasley, Inc.	87 Weeks
The Lux Radio Theatre with stars of stage and screen <i>Drama; Cecil B. DeMille, director</i>	Monday 9:00-10:00 p.m. ORIGINATES: KNX	J. Walter Thompson Company	171 Weeks
Big Town starring Edward G. Robinson, with Claire Trevor <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 a.m. ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	136 Weeks

The figures indicate the total number of weeks
 in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
LEVER BROTHERS COMPANY <i>Continued</i>	Lifebuoy Rinso Spry Lux Flakes Lux Toilet Soap
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
P. LORILLARD COMPANY	Old Gold Cigarettes
McKESSON & ROBBINS, INC.	Calox Toothpaste Solidified Albolene

PROGRAM	TIME	AGENCY	ON CBS*
Jolson Show* with Martha Raye, Parkyakarkus, and Gluskin's Orchestra. Guest Stars <i>Comedy and music</i> March 21. Dick Powell acts as MC	Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: KNN	Ruthrauff & Ryan, Inc.	136 Weeks
Big Sister with Alice Frost and Martin Gabel <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC		129 Weeks
Great Jenny's Real Life Stories <i>Dramatic</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC		111 Weeks
The Life and Love of Dr. Susan <i>Dramatic</i>	Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 5:15-5:30 p.m. ORIGINATES: WARC	J. Walter Thompson Co.	3 Weeks
Paul Whiteman and his Orchestra , with Joan Edwards, the Modernaires and Fred Ullal <i>Musical Variety</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	320 Weeks
Turners and Allen with Frank Parker, Ray Noble's Orchestra and Paul Douglas <i>Comedy and music</i>	Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: KNN		
Melody and Madness with Robert Benchley and Artie Shaw's Orchestra <i>Comedy</i>	Sunday 10:00-10:30 p.m. ORIGINATES: WABC	Lennen & Mitchell, Inc.	225 Weeks
Over Jordan, Girl Interne <i>Serial drama</i>	Mon. thru Fri. 9:30-9:15 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	70 Weeks

The figures indicate the total number of weeks
 in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
MENNEN COMPANY	Mennen drug products
NOXZEMA CHEMICAL COMPANY	Noxzema
PENICK & FORD, LTD.	My-T-Fine Dessert
PERSONAL FINANCE COMPANY	Personal Loan Service
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS*
The People's Vote with Sam Hayes	†Monday 8:00-8:15 p.m. PST ORIGINATES: KNX	H. M. Kieseewetter Advertising Agency	35 Weeks
Professor Quiz with Bob Trout	Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: KNX March 4, 11, 18	Ruthrauff & Ryan, Inc.	43 Weeks
The Mighty Show <i>Big-top drama</i>	Mon. thru Fri. 5:45-6:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	51 Weeks
The Barclay's Daughters <i>Serial drama</i>	Mon. thru Fri. 2:00-2:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	69 Weeks
Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor and Gustav Haenschen's Orchestra and Chorus <i>Musical</i>	Saturday 9:30-10:00 p.m. ORIGINATES: WABC	Gardner Advertising Company	278 Weeks
Mary Lee Taylor Home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. ORIGINATES: KMOX		
Johnny Presents Johnny Green's Orchestra, Drama- and Short Stories, Floyd Sherman, Edgar Kinney, Genevieve Rowe, "Beverly", Glenn Cross, Ray Bloch's wins 14 <i>Variety and dramatic interludes</i>	Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC	The Biow Company, Inc.	129 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
<p>THE PROCTER & GAMBLE COMPANY</p>	<p>Oxydol</p> <p>Ivory</p> <p>Chipso</p> <p>Crisco</p> <p>Drene</p> <p>Chipso</p>
<p>R. J. REYNOLDS TOBACCO COMPANY</p>	<p>Camel Cigarettes</p> <p>Prince Albert Smoking Tobacco</p>
<p>RIO GRANDE OIL, INC.</p>	<p>Petroleum Products</p>

††Columbia California Network Only

PROGRAM	TIME	AGENCY	ON CBS
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	222 Weeks
Life Can Be Beautiful <i>Serial drama</i>	1:15-1:30 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Road of Life <i>Serial drama</i>	1:30-1:45 p.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
This Day Is Ours <i>Serial drama</i>	1:45-2:00 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Mimmie Fidler <i>Hollywood commentator</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 10:30-10:45 p.m. ORIGINATES: KNX	H. W. Kastor & Sons	
Manhattan Mother <i>Serial drama</i> (Starts March 6)	Mon. thru Fri. 9:15-9:30 a.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
Reddie Cantor's Camel Caravan with Bert Gordon, Sid Fields, West Parks and Edgar Fairchild's Orchestra <i>Comedy and music</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: KNX	William Esty & Company, Inc.	296 Weeks
Fenny Goodman's Orchestra with Johnny Mercer, singer <i>Music and guests</i>	Tuesday 9:30-10:00 p.m. ORIGINATES: ON TOUR		
Calling All Cars <i>Police file dramatizations</i>	††Friday 7:30-8:00 p.m. PST <i>Beginning, March 30,</i> <i>Thursday, 8-8:30 p.m.</i> ORIGINATES: KNX	Hixson-O'Donnell, Inc.	108 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Goods
THE TEXAS COMPANY	"Texaco" products
UNITED STATES RUBBER COMPANY	Rubber products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum Wrigley's Spearmint Gum

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
Want A Divorce <i>Dramatic</i>	†Thursday 9:30-9:45 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	20 Weeks
Texaco Star Theater Don Murray, MC; Charlie Ruggles, Frances Langford, Ned Sparks, Penny Baker, Texaco Star Chorus, Tommy Wallington, David Broek- man's Orchestra <i>Musical, variety, dramatic</i>	Wednesday 9:00-10:00 p.m. ORIGINATES: KNX	Buchanan & Company, Inc.	99 Weeks
Raymond Paige, 9 Men and a Girl <i>Musical</i>	Wednesday 10:00-10:30 p.m. ORIGINATES: WABC	Campbell-Ewald Company of New York, Inc.	30 Weeks
Model Minstrels with Tom Howard and George Shelton, the Eton Boys and Ray Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC	Arthur Kudner, Inc.	196 Weeks
Gateway to Hollywood <i>Motion-picture talent quest</i>	Sunday 6:30-7:00 p.m. ORIGINATES: KNX	Frances Hooper Advertising Agency	353 Weeks
Castergood Baines <i>Serial drama</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 5:00-5:15 p.m. ORIGINATES: WBBM	Neisser-Meyerhoff, Inc.	

The figures indicate the total number of weeks in which the client has used CBS facilities.

WABC SPONSORED PROGRAMS

CLIENT	PRODU
BOSCO COMPANY	Bosco (Milk Amplifier)
BULOVA WATCH COMPANY	Bulova Watches
CAMPBELL SOUP COMPANY	Campbell's Clam Chowder
DUNN & McCARTHY, INC.	Enna-Jettick Shoes
B. FISCHER COMPANY	Astor Coffee
HORN & HARDART COMPANY	Automat Restaurants
THOMAS LEEMING COMPANY	Baume Bengué
LIGGETT DRUG COMPANY, INC.	Fountain Service
MELVILLE SHOE COMPANY	Thom McAn Shoes
OLSON RUG COMPANY	Olson Rugs
PACKERS TAR SOAP, INC.	Packers Tar Soap Packers Scalptone
PETER PAUL, INC.	Mounds Candy Bars
PRACTICAL AIRCRAFT & DIESEL TRAINING, INC.	Correspondence Course

PROGRAM	TIME	AGENCY	ON WABC
12 News	Mon. thru Sat. 9:25-9:30 a.m.	Kenyon & Eckhardt, Inc.	4 Weeks
Time Signals	Mon. thru Sun. 10 Times daily	The Biow Company	495 Weeks
Condensed News	Mon. thru Sat. 6:00-6:05 p.m.	Ward Wheelock Company	7 Weeks
We're Steppin' Along Old Hulick, mc; Jimmy Shields. Host; Ed Smalle's "Enna-Jettick Band" and D'Artega's Orchestra	Saturday 9:30-10:00 p.m.	Marschalk & Pratt, Inc.	2 Weeks
The Morning Almanac, starring Phil Cook	Tues., Thurs., Sat. 7:30-7:45 a.m.	Neff-Rogow, Inc.	8 Weeks
Children's Hour	Sunday 10:30-11:30 a.m.	The Clements Company	412 Weeks
Richard Maxwell, radio-philosopher	Tues., Thurs., Sat. 9:00-9:15 a.m.	Wm. Esty & Company, Inc.	46 Weeks
The Morning Almanac, starring Phil Cook	Mon., Wed., Fri. 7:30-7:45 a.m.	Neff-Rogow, Inc.	7 Weeks
Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	13 Weeks
One for the Day	Mon., Wed., Fri. 8:05-8:10 a.m.	Presba, Fellers & Presba, Inc.	6 Weeks
Trackers Sports Review	Tues., Thurs., Sat. 6:05-6:15 p.m.	Stack-Goble Agency	1 Week
Additions in the News	Mon. thru Sat. 8:00-8:05 a.m.	Platt-Forbes, Inc.	20 Weeks
Our Opportunity	Saturday 6:15-6:30 p.m.	Richard, Mulberger & Hicks, Inc.	1 Week

*The figures indicate the total number of weeks
which the client has used WABC facilities.*

CBS SUSTAINING PROGRAMS

The programs "BY COLUMBIA" for March are planned within a triple frame of *Interest*, *Timeliness*, and *Balance*. This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these nine classifications:

1. PUBLIC AFFAIRS Page 26
2. SPECIAL EVENTS Page 28
3. EDUCATIONAL PROGRAMS Page 30
4. DRAMATIC SERIES Page 35
5. SERIOUS MUSIC Page 36
6. CHILDREN'S PROGRAMS Page 39
7. RELIGIOUS BROADCASTS Page 40
8. PERSONALITIES Page 42
9. LIGHT MUSIC Page 43
- ADDENDA: FEBRUARY PROGRAMS Page 45

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
<p>Foundations of Democracy 6:30-7:00 p.m. EACH TUESDAY</p>	<p>Columbia presents Senator Robert A. Taft (R) of Ohio and Representative T. V. Smith (D) of Illinois in a new and important series of talks on economic and social questions, intended to demonstrate "that the democratic method of mutual criticism and controversy is, at its best, not destructive but constructive." The March schedule: MARCH 7: "Congress - Showmanship and Statesmanship." MARCH 14: "The Executive - Tradition or Initiative?" MARCH 21: "The Courts - Umpire or Guide?" MARCH 28: "The States - Sovereign or Subsidiary?"</p>
<p>Lyman Bryson 10:45-11:00 p.m. THURSDAY, MARCH 2</p>	<p>"Educators View America's Future" is the subject of Professor Lyman Bryson, summarizing the convention of the American Association of School Administrators.</p>
<p>150th Anniversary of Congress 12 noon-1:15 p.m. SATURDAY, MARCH 4</p>	<p>President Roosevelt addresses a joint session of Congress, gathered together in celebration of the 150th anniversary of the first United States Congress. Other prominent figures participating include Chief Justice Charles Evans Hughes, Senator Key Pitman (D) of Nevada, president pro tempore of the Senate, Speaker of the House William B. Bankhead, and Gladys Swarthout and John Charles Thomas, who sing in the House of Representatives.</p>
<p>Governor Bricker 10:45-11:00 p.m. SATURDAY, MARCH 4</p>	<p>Governor John W. Bricker (R) of Ohio speaks on "The 150th Anniversary of the First Convention of Congress" from Columbus.</p>

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p>Charles P. Melvoin 10:45-11:00 p.m. TUESDAY, MARCH 7</p>	<p>Charles P. Melvoin, C. P. A., of DePaul University, helps Columbia's listeners with "Income Tax Economies" for the third year.</p>
<p>William O. Douglas 2:30-3:00 p.m. SATURDAY, MARCH 25</p>	<p>William O. Douglas, chairman of the Securities and Exchange Commission, addresses the National Democratic Club of New York.</p>
<p>Saluting the World's Fair 1:30-2:00 p.m. EACH SUNDAY</p>	<p>The rulers and heads of seventeen nations join in a weekly series of salutes to the New York World's Fair 1939. The schedule for March MARCH 5: Yugoslavia. MARCH 12: Italy. MARCH 19: Hungary. MARCH 26: Poland.</p>
<p>Current Questions Before Congress <i>The Senate</i>-5:00-5:15 p.m. EACH TUESDAY <i>The House</i>-5:00-5:15 p.m. EACH THURSDAY</p>	<p>Leading members of the Senate and of the House of Representatives discuss, in separate weekly broadcasts, current legislation and business under consideration by their bodies. Speakers are selected for their special knowledge of the issues involved.</p>
<p>"Today" with Bob Trout 6:30-6:45 p.m. MONDAY, WEDNESDAY, THURSDAY, FRIDAY</p>	<p>Bob Trout, Columbia's ace reporter, tells the story of what's going on in the world "Today" in his daily news broadcasts. Trout speaks from Hollywood until March 17.</p>
<p>Capitol Opinions 10:45-11:00 p.m. EACH SATURDAY AND SUNDAY</p>	<p>Members of Congress and government officials participate in these discussions of problems of national interest. The programs originate from WJSV, Columbia's station in Washington.</p>

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p>Papal Election Various Hours BEGINNING MARCH 1</p>	<p>The Papal election, beginning on the first of March with the Conclave of Cardinals, is covered by Columbia direct from the Vatican, where William L. Shirer and Thomas Grandin describe developments to America.</p>
<p>Yankee Clipper Christening 3:00-3:30 p.m. 4:15-4:30 p.m. FRIDAY, MARCH 3</p>	<p>The new Pan American Yankee Clipper, largest commercial plane ever built, which will be used for trans-Atlantic service, is christened in Washington by Mrs. Franklin D. Roosevelt. Speakers include Postmaster General James A. Farley, and Senator Josiah W. Bailey (D) of North Carolina. Later Mrs. Roosevelt and others make a test flight, during which a conversation from plane to ground is heard.</p>
<p>Widener Cup 4:15-4:45 p.m. SATURDAY, MARCH 4</p>	<p>The \$50,000 Widener Challenge Cup, held at Hialeah Park, Miami, brings together Stagehand, Pasteurized, Bull Lea and perhaps War Admiral, in a mile and a quarter thriller described by Bryan Field.</p>
<p>Santa Anita Handicap 7:00-7:30 p.m. SATURDAY, MARCH 4</p>	<p>Columbia takes its audience from Florida to California for the \$100,000 Santa Anita Handicap. Filled with an assortment of thoroughbreds from the United States and the Argentine, this race is described by race caller Joe Hernandez.</p>
<p>Girl Scouts' 27th Anniversary 4:15-4:45 p.m. WEDNESDAY, MARCH 15</p>	<p>The national "Birthday Party" of the Girl Scouts, is broadcast by Columbia, featuring Alice Frost, Jessica Dragonette and Morton Downey. Mrs. Herbert C. Hoover and Mrs. Frederick H. Brooke, president of the Scouts, are the guests of honor.</p>

CBS SUSTAINING PROGRAMS

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p>Armstrong-Feldman Title Bout 11:00-12 midnight THURSDAY, MARCH 16</p>	<p>France Laux returns to Columbia's mike as fight reporter again as he describes the fifteen round title bout between Henry Armstrong world's light and welterweight champion and Lew Feldman, challenger, in St. Louis.</p>
<p>American Legion 20th Anniversary 11:00-11:15 a.m. FRIDAY, MARCH 17</p>	<p>Columbia brings to its American audience broadcast of the ceremonies during the unveiling of a plaque, in Paris, commemorating the 20th anniversary of the American Legion.</p>
<p>President DeValera 4:15-4:45 p.m. FRIDAY, MARCH 17</p>	<p>President Eamon DeValera of Ireland speaks to America in a special St. Patrick's Day program, with Irish music from Dublin.</p>
<p>University of Michigan Centennial 3:00-3:45 p.m. SATURDAY, MARCH 18</p>	<p>The centennial of the University of Michigan, the first state university, features Senator Arthur H. Vandenberg (R) of Michigan and Attorney-General Frank Murphy, speaking from Washington, Professor Lyman Bryson and Benny Friedman, famed Michigan backfield star, who will throw an "aerial pass" from New York to his old receiver, Benny Oosterbaan, at Ann Arbor.</p>
<p>Refugee Program 10:45-11:00 p.m. TUESDAY, MARCH 21</p>	<p>Columbia carries a special program in connection with the drive for funds to aid refugees from lands of persecution.</p>
<p>President Lebrun in London 6:45-7:00 p.m. THURSDAY, MARCH 23</p>	<p>Edward R. Murrow, Columbia's European director, describes the reception in London to President Albert Lebrun of France, and discusses the significance of Lebrun's visit.</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION														
<p>CBS ADULT EDUCATION BOARD</p>	<p>The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:</p> <table border="0"> <tr> <td>LYMAN BRYSON, chairman</td> <td>SPENCER MILLER, JR.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCENT</td> </tr> <tr> <td>ROBERT I. GANNON, S. J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALVIN S. JOHNSON</td> <td>RAY LYMAN WILBUR</td> </tr> <tr> <td>HENRY R. LUCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, chairman	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LUCE	JOSEPH H. WILLITS
LYMAN BRYSON, chairman	SPENCER MILLER, JR.														
STRINGFELLOW BARR	RUTH BRYAN ROHDE														
WILLIAM BENTON	THOMAS V. SMITH														
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT														
ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE														
ALVIN S. JOHNSON	RAY LYMAN WILBUR														
HENRY R. LUCE	JOSEPH H. WILLITS														
<p>Americans at Work 7:00-7:30 p.m. EACH SATURDAY</p>	<p>Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and workshops throughout the land. The March schedule:</p> <p>MARCH 4: The Carpenter. MARCH 11: The Barber. MARCH 18: The Auto Worker. MARCH 25: The Florist.</p>														
<p>The People's Platform 7:00-7:30 p.m. EACH SUNDAY</p>	<p>Columbia presents a novel series in which four typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinner, during which solutions to current problems are sought through an exchange of ideas.</p> <p>MARCH 5: "Amend the Neutrality Law?" MARCH 12: "How Shall Labor Disputes Be Settled?" MARCH 19: "Is the League of Nations a Failure?" MARCH 26: "Increase the National Debt?"</p>														

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>Of Men and Books 4:45-5:00 p.m. EACH WEDNESDAY</p>	<p>Current books and authors are discussed by Professor John T. Frederick of the Medill School of Journalism at Northwestern University.</p> <p>MARCH 8: Books by George W. Bagby and William Murrell.</p> <p>MARCH 15: Social action books by Lynn Bryson, Lewis Mumford, Chester M. Wright, and H. A. Overstreet.</p> <p>MARCH 22: Works by Gordon Dunthorne and Allison Dorrance.</p> <p>MARCH 29: Humorous fiction by E. B. White, William March and Don Marquis.</p>
<p>Adventures in Science 7:15-7:30 p.m. EACH THURSDAY</p>	<p>Watson Davis interviews prominent scientists on these programs presented in cooperation with Science Service, Inc.</p> <p>MARCH 2: Professor George D. Stoddard, Iowa State University: "Cultivating the Child Mind."</p> <p>MARCH 9: Dr. Otto Struve, Chicago U.: "The Most Important Exploration of the Universe."</p>
<p>Men Behind the Stars 5:15-5:30 p.m. EACH FRIDAY</p>	<p>The lives and discoveries of astronomers throughout the ages are dramatized in this series, presented by Prof. William H. Bartlett, Jr. of the Hayden Planetarium, and Harold Christian Adamson of the American Museum of Natural History.</p> <p>MARCH 3: Bessel.</p> <p>MARCH 10: Arabian Astronomers.</p> <p>MARCH 17: Horrocks.</p> <p>MARCH 24: Hall.</p> <p>MARCH 31: Schiaparelli.</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME

**American School
of the Air**

2:30-3:00 p.m.

MONDAY THRU FRIDAY

DESCRIPTION

The AMERICAN SCHOOL OF THE AIR is in its tenth consecutive season on the Columbia Network. Among the groups cooperating are the National Education Association, the Progressive Education Association, the National Council of Teachers of English and the American Library Association. The schedule for each school-day of the month:

Mondays—*Frontiers of Democracy.*

MARCH 6: Merging Streams.

MARCH 13: Keeping Them Alive.

MARCH 20: Our Aging Population.

MARCH 27: The Emergence of Women.

Tuesdays—*Music and the Friendly Arts.*

MARCH 7: Music and Poetry (Poetry Settings).

MARCH 14: Music and Poetry (Tone Poems).

MARCH 21: Music and Drama (Incidental Music).

MARCH 28: Music and Drama (Opera).

Wednesdays—*New Horizons.*

MARCH 1: Haunts of the Gorilla.

MARCH 8: Descendants of the Mutineers.

MARCH 15: The Frozen Continent.

MARCH 22: Jungle Corners.

MARCH 29: Empire of the Feathered Serpent.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>American School of the Air (Continued)</p>	<p>Thursdays—<i>This Living World</i>.</p> <p>MARCH 2: "Democracy" (broadcast from Manual Training High School).</p> <p>MARCH 9: "Labor Relations" (from Girls' Commercial High School).</p> <p>MARCH 16: "Immigration" (from Groves Cleveland High School).</p> <p>MARCH 23: Program from Girls' High School.</p> <p>MARCH 30: Program from Evander Childs High School.</p> <p>Fridays—<i>Tales from Far and Near</i>.</p> <p>MARCH 3: Laura Benet: "The Hidden Valley."</p> <p>MARCH 10: Elizabeth Coatsworth—"The Boy With the Parrot."</p> <p>MARCH 17: Richard Bennett—"Shawneea and the Gander."</p> <p>MARCH 24: Berta and Elmer Hader—"Big Butter."</p> <p>MARCH 31: Charles J. Finger—"Give a Man a Horse."</p>
<p>What Price America? 5:00-5:30 p.m. EACH SATURDAY</p>	<p>The story of the natural resources of America—their original abundance, gradual depletion and present efforts at conservation—is told through dramatizations presented by CBS in cooperation with the U. S. Dept. of Interior.</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>Highways to Health 4:00-4:15 p.m. EACH TUESDAY 4:30-4:45 p.m. TUESDAY, MARCH 7</p>	<p>The New York Academy of Medicine arranges these medical talks for the layman. Dr. Iago Galdston, executive secretary of the Medical Information Bureau, is in charge.</p> <p>MARCH 7: Dr. George C. Andrews, Chief Dermatologist, Vanderbilt Clinic: "Skin Troubles of the Young."</p> <p>MARCH 14: Dr. Anthony Bassler, Consulting Gastroentologist, St. Vincent's Hospital: "Can Emotional Disturbance Cause Indigestion?"</p> <p>MARCH 21: Dr. Russell Cecil, Professor of Clinical Medicine, Cornell University Medical College: "Chronic Arthritis."</p> <p>MARCH 28: Dr. Conrad Berens, New York Eye and Ear Infirmary: "Must I Wear Glasses—and All the Time?"</p>
<p>"Americans All— Immigrants All" 2:00-2:30 p.m. EACH SUNDAY</p>	<p>This new series dramatizes the outstanding contributions made by all races in building the America of today. John W. Studebaker, Commissioner of Education, supervises and Gilbert Seldes prepares the scripts.</p> <p>MARCH 5: Italians in America (Mayor LaGuardia, guest speaker).</p> <p>MARCH 12: Near Eastern People.</p> <p>MARCH 19: Other Groups.</p> <p>MARCH 26: Contributions in Industry.</p>

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

PROGRAM AND TIME	DESCRIPTION
<p>The Columbia Workshop 10:30-11:00 p.m. EACH MONDAY</p>	<p><i>The Columbia Workshop</i>, now in its third year, presents unusual radio dramas, employing the latest broadcasting techniques.</p> <p>MARCH 6: "The Winged Victory," by Davy Redstone, directed by Brewster Morgan.</p> <p>MARCH 13: "In the Train," adapted by Hu Hunt, directed by Norman Corwin.</p> <p>MARCH 22: "A Letter from Home," by Charles R. Jackson, directed by William N. Robson.</p> <p>MARCH 29: "Flight from Home," by William Merrick, directed by Norman Corwin.</p>
<p>Ray Collins in "County Seat" 7:00-7:15 p.m. MONDAY THRU FRIDAY</p>	<p>Ray Collins, one of radio's foremost actors, stars in this new dramatic series as "Doc Hackett, small town druggist. The story "County Seat" is written by Milton Geier.</p>
<p>Norman Corwin's "Words Without Music" 2:30-3:00 p.m. EACH SUNDAY</p>	<p><i>Words Without Music</i> was introduced in a Columbia Workshop performance. Directed by Norman Corwin, these unusual programs experiment with the drama of words and action to vitalize poetry for a larger audience.</p>
<p>Men Against Death 2:00-2:30 p.m. EACH SATURDAY EXCEPT MARCH 4</p>	<p>The heroes of Paul de Kruif's well-known books are brought to life in dramas presented in association with the Federal Theater's Radio Division. Brewster Morgan directs. Leo Fein adapts, Charles Paul is organist.</p>
<p>Four Corners Theater 10:30-11:00 p.m. EACH SATURDAY</p>	<p>Drama which has played to America's rural audiences in more performances than the greatest Broadway hits is featured on the stage of Columbia's <i>Four Corners Theater</i>, produced by Earle McGill.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME

**New York Philharmonic-
Symphony Orchestra**

3:00-5:00 p.m.

EACH SUNDAY

DESCRIPTION

The New York Philharmonic-Symphony Orchestra is now playing its ninth consecutive season as an exclusive Columbia Network feature. John Barbirolli, brilliant young English conductor, directs the concerts. Deems Taylor, Columbia's Music Consultant, is the program commentator. From Carnegie Hall this month:

MARCH 5: *Schubert*: Overture to "Rosamunde"; *Brahms*: Symphony No. 3; *Chausson*: Poeme for Violin and Orchestra and *Ravel*: Tzigane for Violin and Orchestra. JOSEPH KNITZER, violinist; *Weinberger*: Polka and Fugue from "Schwanda."

MARCH 12: *Weber*: Overture to "Oberon"; *Beethoven*: "Emperor" Concerto, ARTUR SCHNABEL, pianist; *Bach*: Brandenburg Concerto No. 3; *Elgar*: Variations on an Original Theme from "Enigma."

MARCH 19: *Handel*: Concerto Grosso for Strings No. 6; *Saint-Saëns*: Piano Concerto No. 2, ARTUR RUBINSTEIN, pianist; *De Falla*: "Nights in the Gardens of Spain," Symphonic Impressions for Piano and Orchestra; *Borodin*: Polovetsian Dances from "Prince Igor."

MARCH 26: *Beethoven*: Overture to "Egmont"; *Brahms*: Double Concerto for Violin and Cello, ALBERT SPALDING, violinist and GASPAR CASSADO, cellist; *Schubert*: Symphony No. 4 in C minor ("Tragic"); *Wagner*: Overture to "The Flying Dutchman."

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Curtis Institute of Music 3:00-4:00 p.m. EACH MONDAY</p>	<p>The Curtis Institute of Music is presenting series of thirty Monday concerts in its ten consecutive season on CBS. Distinguished faculty members and students perform. Chamber music groups are directed by Dr. Louis Bail and the Curtis Symphony Orchestra is conducted by Fritz Reiner. A new feature is music commentary by students of the Institute.</p>
<p>Music of the Restoration 5:00-5:30 p.m. EACH MONDAY</p>	<p>Bernard Herrman conducts the Columbus Chamber Orchestra in music of the Restoration period, featuring the quartets of Matthew Locke and music of Purcell, Young and others.</p>
<p>Story of the Song 3:30-4:00 p.m. EACH TUESDAY EXCEPT MARCH 7</p>	<p>Each week outstanding singers of the concert stage are presented in selections from the treasury of songs in English. Genevieve Row soprano; Ruth Carhart, contralto; Morton Bowe, tenor and Hubert Hendrie, baritone.</p>
<p>Cincinnati Symphony Children's Concert MARCH 7, 3:30-4:30 p.m.</p>	<p>Eugene Goosens directs the Cincinnati Symphony Orchestra in the final of five Tuesday young people's concerts.</p>
<p>"Music for Fun" 5:00-5:30 p.m. EACH TUESDAY</p>	<p>Music designed to please younger listeners as well as the family group is presented on this series under the direction of Howard Barlow. Children appear on each program to express their reactions to the music, with William Spier acting as interviewer.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>Indianapolis Symphony Orchestra WEDNESDAY, 3:00-4:00 p.m.</p>	<p>Fabien Sevitzky conducts the Indianapolis Symphony Orchestra in these hour concerts. On March 1, he performs the Haydn Symphony No. 17 in F major.</p>
<p>Keyboard Concerts 3:30-4:00 p.m. EACH FRIDAY</p>	<p>Outstanding artists of all the keyboard instruments are presented on these programs. MARCH 3: Grace Castagnetta. MARCH 10: Marc Albert. MARCH 17: Adele Marcus.</p>
<p>Columbia Concert Orchestra 10:30-11:00 p.m. EACH FRIDAY</p>	<p>Howard Barlow, Columbia's noted conductor, leads the Columbia Concert Orchestra in a new series of Friday evening concerts.</p>
<p>United States Army and Marine Bands THURSDAY, FRIDAY, 3-3:30 p.m.</p>	<p>Band music is played each Thursday and Friday on Columbia in half-hour programs by the United States Army Band. On occasion the Marine Band alternates with Friday programs.</p>
<p>Cincinnati Conservatory of Music 11:00 a.m.-12:00 noon EACH SATURDAY</p>	<p>The Cincinnati Conservatory of Music presents its fourth season of symphonic concerts on CBS. Alexander von Kreisler arranges the programs and conducts the Conservatory symphony orchestra. Members of the artist faculty are featured each week as soloists.</p>
<p>New York Philharmonic Young People's Concert 11:00 a.m.-12:30 p.m. SATURDAY, MARCH 18</p>	<p>Ernest Schelling conducts the final in his series of six young people's concerts by the New York Philharmonic Symphony, broadcast by CBS exclusively. This is an all-request program.</p>

CBS SUSTAINING PROGRAMS

CHILDREN'S PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>"So You Want to Be--" 5:30-5:45 p.m. EACH WEDNESDAY</p>	<p>Successful persons in all walks of life are subjects of interviews by youngsters who wish to follow in their footsteps. The program is presented with the cooperation of <i>Young America</i> magazine.</p> <p>MARCH 1: Gilbert Miller, producer and Ed Mills, actor—"So You Want to Be a Theatre Producer?"</p> <p>MARCH 15: Christopher W. Coates, aquarist, New York Aquarium—"So You Want to Be an Aquarist?"</p> <p>MARCH 22: James Edwards, of Balcom Associates—"So You Want to Be a Civil Engineer?"</p> <p>MARCH 29: Ford Frick, president, National Football League—"So You Want to Be a Professional Football Player?"</p>
<p>"March of Games" 5:15-5:30 p.m. EACH WEDNESDAY AND FRIDAY</p>	<p>Children who like asking questions and children who prefer answering them are given an opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. Arthur Ross, 14-year-old master of ceremonies and Sybil Trent, 11-year-old "Miss Debutante Major" are featured.</p>
<p>"Let's Pretend" 5:15-5:45 p.m. EACH MONDAY AND THURSDAY</p>	<p>The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented on a new schedule of twice weekly with a cast of child actors. These dramas have been a Columbia children's feature for eight years.</p>

**RELIGIOUS
BROADCASTS**

PROGRAM AND TIME

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

DESCRIPTION

The *Church of the Air* is presenting its 8th consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.

MARCH 5: *Morning*—Rev. G. Vander Linden, First Reformed Church of Englewood, Chicago.

Afternoon—Rev. Edgar Schmiedeler, O.S.B., Director Rural Life Bureau, Family Life Section, National Catholic Welfare Conference, Washington, D. C.

MARCH 12: *Morning*—Rev. Edwin McNeil Poteat, D.D., Euclid Avenue Baptist Church, Cleveland.

Afternoon—Mr. Frederick William Boorer, Former First Reader, Christian Science Church, Toronto.

MARCH 19: *Morning*—Rt. Rev. Francis M. Taitt, Bishop of Pennsylvania, Philadelphia (Episcopal).

Afternoon—Rev. Thomas J. Tobin, Chancellor, Archdiocese of Portland, Oregon (Catholic).

MARCH 26: *Morning*—Rev. O. A. Geiseman, Grace Lutheran Church, River Forest, Illinois.

Afternoon—Rabbi Norman Gerstenfeld, Washington Hebrew Congregation, Washington, D. C.

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
<p>"Wings Over Jordan" 9:00-9:30 a.m. EACH SUNDAY</p>	<p>This program of religious talks and spirit is presented by outstanding Negro leaders, educators and a choir of 35 voices.</p> <p>MARCH 5: Mrs. Jennie Moton, president of National Association of Colored Women, Capahosie, Va.</p> <p>MARCH 12: Lafayette E. Ford, president, National Alliance of Postal Employees, St. Louis.</p> <p>MARCH 19: Channing H. Tobias, director, Colored YMCAs, New York City.</p> <p>MARCH 26: C. C. Spaulding, president, National Negro Business Association, Durham, N. C.</p>
<p>Christian Work in Arabia 4:00-4:15 p.m. FRIDAY, MARCH 10</p>	<p>A special program, in connection with the 75th anniversary of the opening of Christian work in Arabia, features talks by Rev. Luma Shafer, associate secretary of the Board of Foreign Missions, Reformed Church in America and Dr. William Wells Thoms, mission director and explorer in Arabia, who spoke from Chicago on "Bridge Building in Arabia."</p>
<p>Catholic Charities 4:15-4:45 p.m. MONDAY, MARCH 13</p>	<p>A special program under the auspices of Catholic Charities of New York will be devoted to the problems of youth. Participating in a round-table discussion are Miss Helen Harris, director of the National Youth Administration of New York City and Dr. Robert Edwards Moore, director of the Division of Social Action, New York Catholic Charities.</p>

PERSONALITIES

PROGRAM AND TIME	DESCRIPTION
<p>"This Is New York" 8:00-9:00 p.m. EACH SUNDAY</p>	<p>The new CBS variety show, "This Is New York," draws its stars and its material directly from the Big City and brings to the microphone such entertainingly divergent personalities as Mayor LaGuardia, Elsa Maxwell, ex-Mayor James J. Walker, Louis Armstrong and Alexander Woolcott. Deems Taylor is the current master of ceremonies, while Leith Stevens and his orchestra supply the music. The entire show is produced by Ed Gardner, who also appears as "Archie," a heckler.</p>
<p>Richard Maxwell 9:00-9:15 a.m. MONDAY, WEDNESDAY AND FRIDAY</p>	<p>Richard Maxwell presents three programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose augments the songs of the CBS tenor.</p>
<p>Major Bowes' Capitol Family 11:30 a.m. 12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the Dalton Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herman, xylophonist, and Waldo Mayo's Orchestra.</p>
<p>Bob Byron 8:15-8:30 a.m. MONDAY THRU SATURDAY</p>	<p>Bob Byron helps the Columbia audience to waken in a cheerful mood with his songs, whistling and merry banter.</p>

CBS SUSTAINING PROGRAMS

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Saturday Night Swing Club 7:00-7:30 p.m. EACH SATURDAY</p>	<p>With Walter Gross as band director and Allen as swing commentator, the Swing Club guests this month include Kay Thompson, Jack Benny, Louis Armstrong, and others from the "Swing Mikado."</p>
<p>"The Zany Family" 4:15-4:45 p.m. EACH WEDNESDAY</p>	<p>"The Zany Family", a talented group of comedians, put their family antics on the air. Charley Austen (Poppa Zany) as m.c., Ruth Carhart, Audrey Marsh, Barry Wood and Mark Warnow's orchestra.</p>
<p>Ray Block's Varieties 4:15-4:45 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these variety programs, assisted by guest vocalists and rhythm groups.</p>
<p>Al Bernard's Merry Minstrels FRIDAYS, 4:45-5:00 p.m.</p>	<p>A streamlined, modern version of the old-time minstrel show. Al Bernard, long a headline act in this field of entertainment, is starred.</p>
<p>Buddy Clark 10:30-10:45 p.m. EACH TUESDAY</p>	<p>Buddy Clark, Columbia's baritone star, is heard with Leith Stevens and his orchestra in this new weekly program.</p>
<p>National Hillbilly Champions 10:00-10:30 a.m. EACH SATURDAY</p>	<p>Hillbilly music, performed by the nation's leading mountaineer group, Pappy Chesnut and the National Hillbilly Champions, is heard every Saturday morning from station KMOX.</p>
<p>Nan Wynn MONDAY, 4:45-5:00 p.m. THURSDAY, 6:45-7:00 p.m.</p>	<p>Nan Wynn, Columbia's sweet-swing singer, is heard twice weekly in her own programs of stylized songs.</p>

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION																				
<p>Moods for Moderns 1:30-2:00 p.m. EACH SATURDAY</p>	<p>Lyn Murray, outstanding young conductor, directs these programs of original arrangements of modern music, and features guest soloists and choruses.</p>																				
<p>CBS Vocalists Various hours MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:</p> <table border="0" data-bbox="776 719 1210 866"> <tr> <td>Clyde Barrie</td> <td>Doris Rhodes</td> </tr> <tr> <td>Ruth Carhart</td> <td>Genevieve Rowe</td> </tr> <tr> <td>Ray Heatherton</td> <td>Jack Shannon</td> </tr> <tr> <td>Andrey Marsh</td> <td>Barry Wood</td> </tr> </table>	Clyde Barrie	Doris Rhodes	Ruth Carhart	Genevieve Rowe	Ray Heatherton	Jack Shannon	Andrey Marsh	Barry Wood												
Clyde Barrie	Doris Rhodes																				
Ruth Carhart	Genevieve Rowe																				
Ray Heatherton	Jack Shannon																				
Andrey Marsh	Barry Wood																				
<p>Deep River Boys, Eton Boys, Four Clubmen Various hours</p>	<p>These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.</p>																				
<p>Dance Orchestras Various hours MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for March:</p> <table border="0" data-bbox="776 1285 1204 1652"> <tr> <td>Charles Baum</td> <td>Paul Kain</td> </tr> <tr> <td>Ben Bernie</td> <td>Sammy Kaye</td> </tr> <tr> <td>Archie Bleyer</td> <td>Henry King</td> </tr> <tr> <td>Cub Calloway</td> <td>Wayne King</td> </tr> <tr> <td>Jimmy Dorsey</td> <td>Enoch Light</td> </tr> <tr> <td>Tommy Dorsey</td> <td>Jack Marshard</td> </tr> <tr> <td>Glen Gray</td> <td>Ozzie Nelson</td> </tr> <tr> <td>Herbie Holmes</td> <td>Leighton Noble</td> </tr> <tr> <td>Harry James</td> <td>Harry Owens</td> </tr> <tr> <td></td> <td>Dick Stabile</td> </tr> </table>	Charles Baum	Paul Kain	Ben Bernie	Sammy Kaye	Archie Bleyer	Henry King	Cub Calloway	Wayne King	Jimmy Dorsey	Enoch Light	Tommy Dorsey	Jack Marshard	Glen Gray	Ozzie Nelson	Herbie Holmes	Leighton Noble	Harry James	Harry Owens		Dick Stabile
Charles Baum	Paul Kain																				
Ben Bernie	Sammy Kaye																				
Archie Bleyer	Henry King																				
Cub Calloway	Wayne King																				
Jimmy Dorsey	Enoch Light																				
Tommy Dorsey	Jack Marshard																				
Glen Gray	Ozzie Nelson																				
Herbie Holmes	Leighton Noble																				
Harry James	Harry Owens																				
	Dick Stabile																				

ADDENDA: FEBRUARY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *February* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK

PUBLIC AFFAIRS

● FEBRUARY 2: Father Maurice S. Sheehy of Catholic University described "Latin America as I Saw It," 10:45-11 p.m.

● FEBRUARY 3: Mrs. Ruth Baker Pratt, chairman of the New York Philharmonic-Symphony League, spoke of its work, 5-5:15 p.m.

Representative Thomas C. Hennings, Jr. (D) of Missouri discussed "The President on America's Foreign Policy," 10:30-10:45 p.m.

"The Mediterranean Problem" was the subject of Frank Gervasi, INS foreign correspondent, 10:45-11 p.m.

● FEBRUARY 8 AND 14: Boy Scout Week was celebrated with speeches by President Roosevelt, Walter W. Head, Scout President, and Dr. James West, Chief Scout Executive, on February 8, 10-10:15 p.m., and "A Message to Parents" by former President Herbert Hoover and Colonel Theodore Roosevelt on February 14, 10:45-11 p.m.

● FEBRUARY 9: Clarence Streit of the *New York Times* gave his views on "Which Way World Order," 10:45-11 p.m.

● FEBRUARY 10, 11, 12 AND 14: "Tributes to Pope Pius XI" were made by Arnaldo Corresi, former *New York Times* correspondent from Rome, February 10, 2:15-2:30 p.m. and later, by former President Herbert Clark Hoover and Bernard M. Baruch from New York, and Secretary of Agriculture Henry A. Wallace, Bishop James E. Freeman and the Rev. Dr. Maurice S. Sheehy from Washington, 10:30-11 p.m. On February 11 Ceci Brown, INS correspondent spoke from Rome, 5:45-6 p.m., and on February 12, William L. Shirer broadcast from Rome 9:15-9:30 a.m. On February 14 the funeral service was described from Vatican City by Father Delaney, 10:15-11 a.m.

● FEBRUARY 12: Representative Sol Bloom (D) of New York discussed plans for the 150th anniversary of Congress, to be observed March 4, 10:45-11 p.m.

● FEBRUARY 13: Republican hopefuls joined in a Lincoln "Victory Dinner" at the Waldorf-Astoria. Those heard celebrating included Governor Julius P. Heil of Wisconsin, Governor Frank D. Fitzgerald of Michigan, District Attorney Thomas Alva Dewey of New York and C. Wayland Brooks, unsuccessful 1936 gubernatorial candidate of Illinois, 10:30-11 p.m.

FEBRUARY 16: "The President's New Army Air Corps Program" was the topic of Brigadier-General George H. Brett, 10:45-11 p.m.

FEBRUARY 18: The third annual National Farm Institute panel discussion on the government's farm program held at Des Moines, featured Fred H. Clausen of the Farm Equipment Manufacturers Institute, Charlton Ogden of the A. F. of L., Edward A. O'Neal of the American Farm Bureau Federation and Allan B. Kline of the Iowa Farm Bureau Federation, 4:30-5 p.m.

FEBRUARY 23: Carson Ryan, president of the Progressive Education Association, discussed "The National Education for Democratic America." 6:45-7 p.m.

FEBRUARY 24: A trans-oceanic round table on current affairs brought together Thelma Tazelet, Lady Davidson and Irene Ward, all conservatives, and Jennie L. Adamson, Agnes Hardie, Dr. Edith Summerskill and Ellen Wilkinson, Laborites, speaking from England, and Senator Hattie W. Caraway (D) of Arkansas, and Representatives Mary T. Norton (D) of New Jersey, Caroline O'Day (D) of New York and Jessie L. Sumner (R) of Illinois. Miss Lena Madelin Phillips, president of the International Federation of Business and Professional Women, which arranged the broadcast, opened the program, 4:15-4:45 p.m.

FEBRUARY 24: Secretary of Commerce Harry L. Hopkins spoke on "Government and Business" before the Des Moines Economic Club, 10:30-11:15 p.m.

William Green, president of the A. F. of L., addressed a meeting of the Brotherhood of Electrical Workers, Local No. 3, in New York City, 11:15-11:30 p.m.

● FEBRUARY 25: Colonel Francis P. Harrington, new WPA Administrator, discussed future plans, 10:45-11 p.m.

SPECIAL EVENTS

● FEBRUARY 10: Ted Husing described the victory of Glenn Cunningham in the Penn A. C. Mile, run in Convention Hall, Philadelphia, and summarized the other events, 10:30-10:45 p.m.

● FEBRUARY 18: National Defense Week began with a rumble when tanks maneuvered in Times Square. Major Henry C. Bates described the unusual scene. Major Hugo J. Endres spoke of national defense, 2:30-2:45 p.m.

Vernon "Lefty" Gomez of the New York *Yankees* was among the sportsmen interviewed by Bob Edge at the Sportsmen's Show, in Grand Central Palace, 2:45-3 p.m.

Mark O'Dea, chairman of the 1938 Jury of Awards for *Advertising & Selling* magazine, presented the gold medal for distinguished services to advertising to Philip L. Thomson of Western Electric, and for the best radio program to "The March of Minnesota." re-enacted on the program, 6:15-7 p.m.

● FEBRUARY 20 AND 24: Columbia flew from the coast with the new trans-Atlantic clipper, broadcasting at the take-off in San Francisco on February 20, 3:45-4 p.m., and also calling the United States from over Baltimore on February 24, 2:30-2:35 p.m.

A mule auction at Franklin, Kentucky, was described by George Walsh, as 3,500 mules were sold "down the river," 4-4:15 p.m.

● FEBRUARY 21: The first broadcast from

Albania ever heard in this country featured native music from Tirana. 4:45-5 p.m.

● FEBRUARY 22: The Chesapeake & Ohio Canal was rededicated as a national waterways for recreation, with an enactment of the saga of the original ill-fated canal, and a speech by Oscar L. Chapman, Assistant Secretary of the Interior, introduced by Frederic A. Delano, chairman of the National Capital Parks and Planning Commission. 2:30-3 p.m.

A variety of salutes to the memory of George Washington was carried by Columbia, including "It's a Fib," in which four contestants tried to detect five errors of fact in short dramatizations on the First President's life, 4:15-4:45 p.m.; and speeches by Ambassador William H. Bullitt and Premier Edouard Daladier before the American Club in Paris. 5-5:30 p.m.

A special celebration of the 21st anniversary of the Rainbow Division's entry into battle in France was heard from Indianapolis. 11-11:15 p.m.

● FEBRUARY 23: Governor John W. Bricker (R) of Ohio discussed the history of the rubber industry during the past hundred

years, and Dr. James Shelby Thomas envisioned its next hundred years, in a program dedicated to Akron's Rubber Centennial, 10:45-11 p.m.

● FEBRUARY 25: The 21st anniversary of Estonia's Declaration of Independence featured a talk by Karl Kuusik, Consul General in New York and folksongs by the Estonian Men's Choir of New York, 3:15-3:30 p.m.

SERIOUS MUSIC

● FEBRUARY 13: 500 Utah high school and college singers led by Lorin F. Wheelwright, and an 80-piece symphony orchestra directed by Professor Leroy J. Robert, participated in "A Lincoln Memorial Music Festival," from the Salt Lake City Tabernacle, 2:30-2:45 p.m.

● FEBRUARY 18: The Hunter College Choir sang various selections, from New York, 4-4:30 p.m.

● FEBRUARY 25: The combined glee clubs of Shadyside Academy, of Pittsburgh, and Arlington Hall, of Arlington, Virginia, gave a recital, under the direction of Robert V. Howard, 12:15-12:30 p.m.

ARTHUR HULL HAYES, *Sales Manager*

WABC – 485 Madison Avenue,

New York City

I'd like to know more about WABC's coverage, audience leadership, and programs for *local* sponsorship.

Name _____

Company _____

Address _____

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

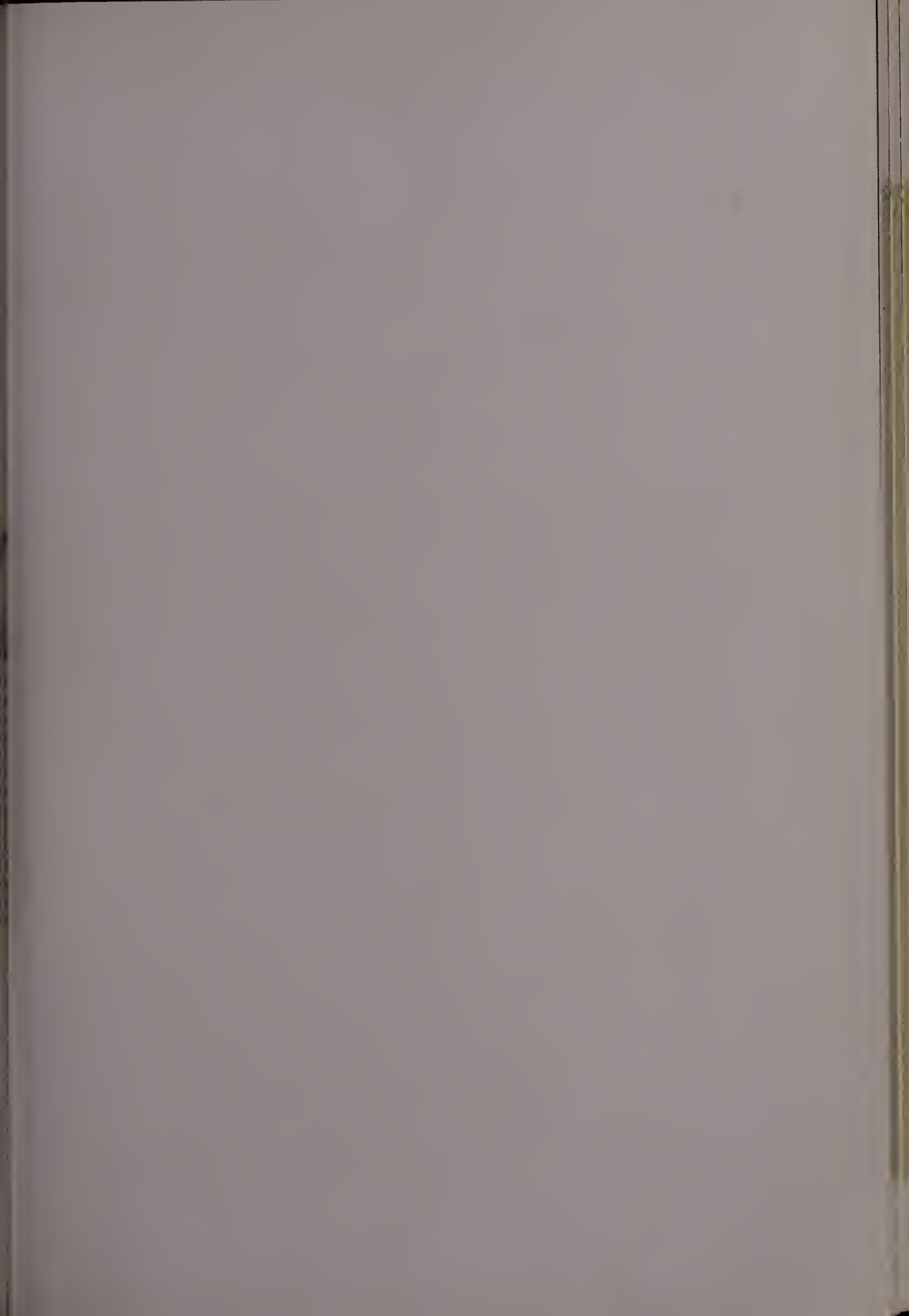
BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 4556, SEC. 510 P. L. & R., NEW YORK, N. Y.

ARTHUR HULL HAYES, *Sales Manager*

WABC—485 Madison Avenue

New York City



THE COLUMBIA BROADCASTING SYSTEM

Administrative Offices: 485 Madison Avenue, New York • 1622 Chestnut Street, Philadelphia
110 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • 317 Earle Building,
Washington • Columbia Square, Hollywood • Palace Hotel, San Francisco



APRIL, 1939

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 22

WABC SPONSORED PROGRAMS: pp. 23 to 26

CBS SUSTAINING PROGRAMS: pp. 27 to 48

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

INDEX: COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:
Plymouth, Dodge, DeSoto,
Chrysler motor cars Page 5

FORD MOTOR COMPANY:
Ford, Lincoln, Lincoln Zephyr,
Mercury Page 9

UNITED STATES RUBBER COMPANY:
Tires and Rubber Products . . . Page 21

● CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes,
Half & Half Smoking Tobacco,
Roi-Tan Cigars Page 3

BROWN & WILLIAMSON TOBACCO CORP.:
Wings Cigarettes Page 3

LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes Page 15

P. LORILLARD COMPANY:
Old Gold Cigarettes Page 15

PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes Page 17

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
Prince Albert Tobacco Page 19

U. S. TOBACCO COMPANY:
Dill's Best,
Model Smoking Tobacco Page 21

● CONFECTIONERY

EUCLID CANDY COMPANY:
Candy Bars Page 9

WM. WRIGLEY JR. COMPANY:
Wrigley's Doublemint Gum,
Wrigley's Spearmint Gum Page 21

● DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics . Page 3

ANACIN COMPANY:
Anacin Page 3

BAYER COMPANY:
Bayer Aspirin Page 3

A. S. BOYLE COMPANY:
Hill's Nose Drops Page 3

CAMPANA SALES COMPANY:
Italian Balm, Dreskin,
Coolies, D.D.D. Page 5

CHAMBERLAIN LABORATORIES, INC.:
Hand Lotion Page 5

CHESEBROUGH MANUFACTURING COMPANY:
"Vaseline" preparations Page 5

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
Colgate Dental Cream,
Colgate Tooth Powder,
Palmolive Soap,
Palmolive Shave Cream,
Palmolive Brushless Shave . Pages 5 and 7

DUART MANUFACTURING COMPANY:
"Creme of Milk" Face Cream,
Lotion, Lipstick, Cosmetics . . . Page 7

INTERNATIONAL CELLUCOTTON
PRODUCTS CO.:
Kleenex Page 13

KOLYNOS COMPANY:
Kolynos Toothpaste Page 13

LADY ESTHER COMPANY:
Cosmetics Page 13

THE LAMBERT COMPANY:
Listerine Products,
Prophylactic Brushes Page 13

LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lux Toilet Soap Page 13
Lifebuoy Page 13

MENNEN COMPANY:
Mennen Drug Products Page 13

McKESSON & ROBBINS, INC.:
Calox Toothpowder,
Solidified Albolene Page 13

NOXZEMA CHEMICAL COMPANY:
Noxzema Page 17

THE PROCTER & GAMBLE COMPANY:
(See also *Laundry Soaps; Foods*)
Ivory Soap, Drene Page 19

● **FOODS & BEVERAGES**

CAMPBELL SOUP COMPANY:
Campbell's Soups,
Beans, and Tomato Juice Page 5

CALAVO GROWERS OF CALIFORNIA:
Calavos Page 5

CONTINENTAL BAKING COMPANY, INC.:
Wonder Bread, Hostess Cake Page 7

GENERAL FOODS CORPORATION:
(See also *Laundry Soaps*)
Calumet Baking Powder, Diamond Crystal
Salt, Post Toasties, Postum, Sanka Coffee,
Swans Down Cake Flour Pages 9 and 11

GENERAL MILLS, INC.:
Corn Kix Page 11

HAWAIIAN PINEAPPLE COMPANY:
"Dole" Pineapple,
"Dole" Pineapple Juice Page 11

GEO. A. HORMEL & COMPANY:
Hormel Soups and Food Products Page 11

KELLOGG COMPANY:
Kellogg's Corn Flakes Page 13

LEVER BROTHERS COMPANY:
(See also *Drugs; Laundry Soaps*)
Spry Page 15

NEHI CORPORATION:
Royal Crown Cola Page 17

PENICK & FORD, LTD.:
My-T-Fine Dessert Page 17

PET MILK SALES CORPORATION:
Pet Evaporated Milk Page 17

THE PROCTER & GAMBLE COMPANY:
(See also *Toilet Goods; Laundry Soaps*)
Crisco Page 19

S AND W FINE FOODS, INC.:
Food products Page 21

● **LAUNDRY SOAPS & ACCESSORIES**

COLGATE-PALMOLIVE-PEET COMPANY:
(See also *Drugs & Toilet Goods*)
Concentrated Super Suds Page 7

THE CUDAHY PACKING COMPANY:
Old Dutch Cleanser Page 7

GENERAL FOODS CORPORATION:
(See also *Foods*)
La France, Satina Page 11

LEVER BROTHERS COMPANY:
(See also *Drugs; Foods*)
Lux Flakes, Rinso Pages 13 and 15

THE PROCTER & GAMBLE COMPANY:
(See also *Toilet Goods; Foods*)
Chipso, Ivory, Oxydol Page 19

● **LUBRICANTS**

ETHYL GASOLINE COMPANY:
"Ethyl" gasoline Page 9

GULF OIL CORPORATION:
Motor Oil and Gas Page 11

THE PURE OIL COMPANY:
Petroleum products Page 19

RIO GRANDE OIL, INC.:
Petroleum products Page 19

THE TEXAS COMPANY:
"Texaco" products Page 21

● **MISCELLANEOUS**

E. I. DU PONT DE NEMOURS
& COMPANY:
Institutional Advertising Page 7

HOUSEHOLD FINANCE CORPORATION:
Personal Loan Service Page 11

INTERNATIONAL SILVER COMPANY:
1847 Rogers Bros. Silver Page 13

PERSONAL FINANCE COMPANY:
Personal Loan Service Page 17

All time listed on the following pages is current New York time unless otherwise indicated.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cosm
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobac Roi-Tan Cigars
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin
A. S. BOYLE COMPANY	Hill's Nose Drops
BROWN & WILLIAMSON TOBACCO CORPORATION	Wings Cigarettes

‡ Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS*
The Romance of Helen Trent <i>Serial drama</i> (also A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	277 Weeks
Mr. Hit Parade Mark Warnow's Orchestra, Tony Ross, Raymond Scott's Sextet, Kay Lorraine and the Gismiths <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m. ORIGINATES: WABC	Lord & Thomas	152 Weeks
Ma and Pa Bernier Lew Lehr <i>Music and comedy</i>	Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. ORIGINATES: WABC	Young & Rubicam, Inc.	
Bob Hope and His Show <i>Variety</i>	Mon., Wed., Fri. 6:45-7:00 p.m. <i>Rebroadcast</i> 12:30-12:45 a.m. ORIGINATES: WABC	Lord & Thomas	
The Gal, Sunday <i>Serial drama</i> (also KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	113 Weeks
The Good Husband Helen Menken, presented by the Famous Actors' Guild <i>Dramatic</i>	Tuesday 7:30-8:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	394 Weeks
The Romance of Helen Trent <i>Serial drama</i> (also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	202 Weeks
News, Views and Sport <i>Views by Hughes</i>	†Sun., Mon., Wed. and Thursday 9:45-10 p.m. PST ORIGINATES: KXN	Russell M. Seeds Co., Inc.	26 Weeks

* figures indicate the total number of weeks
which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
CALAVO GROWERS OF CALIFORNIA	Calavos
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHAMBERLAIN LABORATORIES, INC.	Hand Lotion
CHESEBROUGH MANUFACTURING COMPANY	"Vaseline" preparations
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave

PROGRAM	TIME	AGENCY	ORIGINS
Richard Wiley <i>news and features</i>	Thursday 12:45-1:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	12 Weeks
11th Nighter Barbara Luddy and Fremayne <i>Drama at the "Little Theater Times Square"</i>	Friday 8:00-8:30 p.m. ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	61 Weeks
Campbell Playhouse John Welles, director; Guest stars <i>Dramatizations</i>	Friday 9:00-10:00 p.m. ORIGINATES: WABC	Ward Wheelock Company	225 Weeks
8 'n' Andy <i>Situeal comedy</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast 11:00-11:15 p.m.</i>		Starts April 3
Joe Albright <i>Situeator</i>	Mon., Wed., Fri. 5:45-6 p.m. PST ORIGINATES: KNX	John H. Dunham Company	17 Weeks
Christian Jean Hersholt <i>Dramatic</i>	Tuesday, April 4th and 11th Only 10:00-10:30 p.m. ORIGINATES: KNX	McCann-Erickson, Inc.	51 Weeks
Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	160 Weeks
Quiz Ask-It Basket McWilliams, MC <i>Questions and answers</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast 10:30-11:00 p.m.</i> ORIGINATES: WABC	Benton & Bowles, Inc.	101 Weeks
Crime Busters <i>Police file dramatizations</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast 12:00-12:30 a.m.</i> ORIGINATES: WABC		159 Weeks

Figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i>	Concentrated Super Suds Palmolive Soap Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY COMPANY	Old Dutch Cleanser
DUART MANUFACTURING COMPANY	"Creme of Milk" Face Cream Lotion, Lipstick, Cosmetics
E. I. DU PONT DE NEMOURS & COMPANY	Institutional Advertising

PROGRAM	TIME	SOURCE	WEEKS*
Art and Marge <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	160 Weeks
Milltop House Starring Bess Johnson <i>Dramatic serial</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. ORIGINATES: WABC		163 Weeks
Stepmother <i>Dramatic serial</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	101 Weeks
The Wonder Show Starring Jack Haley, Lucille Ball, Virginia Verrill, Artie Auerbach and Ted Fio-Rito's Orchestra <i>Music and comedy</i>	Friday, April 7th Only 7:30-8:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. ORIGINATES: KNX	Benton & Bowles, Inc.	210 Weeks
Letty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. ORIGINATES: WABC		
Orphan's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WBBM	Roche, Williams & Cunningham, Inc.	222 Weeks
Problem Clinic	Sunday 2:30-3:00 p.m. PST ORIGINATES: KSFO	Erwin, Wasey & Co.	11 Weeks
Parade of America Starring Chalmers, narrator: and Ruysdael, commentator: and Voorhees' Orchestra <i>Dramatic cast</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid. 12:30 a.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	159 Weeks

*The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
ETHYL GASOLINE CORP.	"Ethyl" Gasoline
EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Candy Bars
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury
GENERAL FOODS CORPORATION	Sanka Coffee Post Toasties Calumet Baking Powder Swans Down Cake Flour

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS*
Line-Up Time Arranging Walter O'Keefe. Andre Kostelanetz's Orchestra. Ray Thompson's Rhythm Singers and guest stars <i>Musical variety</i>	Thursday 10:00-10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	11 Weeks
Headlines on Parade With Knox Manning <i>News</i>	†Monday 5:30-5:45 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	71 Weeks
Sunday Evening Hour Ford Symphony Orchestra and chorus. Franco Ghione*, con- ductor. <i>Guest Soloists:</i> WFL 2: Lawrence Tibbett WFL 9: Jose Iturbi WFL 16: Gladys Swarthout WFL 23: Ezio Pinza WFL 30: Alec Templeton <i>With talks by W. J. Cameron</i> On April 23, Fritz Reiner is conductor	Sunday 9:00-10:00 p.m. ORIGINATES: WJR	N. W. Ayer & Son, Inc.	261 Weeks
Life, the People With Gabriel Heatter. Harry von Zell and Guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	214 Weeks
Life with E. Brown With Frank Gill and Bill Demling, comedians, Paula Winslow, Margaret McCrae, vocalist and Harry Sosnik's Orchestra <i>Comedy and music</i>	Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: KNX	Benton & Bowles, Inc.	
Life with the Smith Hour With Abbott and Costello, comedians; "The Aldrich Family," comedy vocal. Ted Straeter Choir. Jack Miller's Orchestra and guest stars <i>Variety show</i>	Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 12 mid.-1:00 a.m. ORIGINATES: WABC	Young & Rubicam, Inc.	

*The figures indicate the total number of weeks
 in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
GENERAL FOODS CORPORATION <i>Continued</i>	La France Satina Diamond Crystal Salt Postum
GENERAL MILLS, INC.	Corn Kix
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
GEORGE A. HORMEL & COMPANY	Hormel Soups and other Food Products
HOUSEHOLD FINANCE CORPORATION	Personal Loan Service

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
ary Margaret McBride <i>Radio columnist</i>	Mon., Wed., Fri. 12:00-12:15 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	214 Weeks
ate Smith—Noonday Chats <i>News and features</i>	Tues., Thurs., Sat. 12:00-12:15 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	
um and Abner <i>Comedy sketches</i>	Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	
he Grouch Club Jack Lescoulie <i>Comedy</i>	†Tuesday 9:30-10:00 p.m. PST ORIGINATES: KNX	Blackett-Sample-Hummert, Inc.	454 Weeks
ollywood Guild <i>On screen stars as guests; George Murphy, MC, and Oscar Bradley's Orchestra</i> <i>Variety and drama</i>	Sunday 7:30-8:00 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	268 Weeks
molulu Bound <i>Starring Phil Baker, "Bottle", and the Andrews Sisters</i> <i>Comedy, musical</i>	Saturday 9:00-9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	11 Weeks
Study and Romance <i>Starring Eddie Dunstetter and Mary & Harvey"</i> (begins April 3)	Mon., Wed., Fri. 11:00-11:15 a.m. ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	34 Weeks
Can Be Done <i>Starring A. Guest, poet-philosopher, presenting dramatized lives of famous guests</i> <i>Country and drama</i>	Wednesday 10:30-11:00 p.m. ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	65 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODU
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
INTERNATIONAL SILVER COMPANY	1847 Rogers Bros. Wm. Rogers & Son
KELLOGG COMPANY	Kellogg's Corn Flakes
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap Rinso

PROGRAM	TIME	AGENCY	ON CBS
For Honor, Nancy James Starring Barbara Weeks and Ed Wever <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. ORIGINATES: WABC	Lord & Thomas	91 Weeks
Ever Theater Howard Nagel, narrator-director, with guest stars of stage and screen <i>Dramatic</i>	Sunday 6:00-6:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	74 Weeks
Howie Wing <i>Relation Adventure</i>	Mon. thru Fri. 6:15-6:30 p.m. <i>Rebroadcast</i> 8:15-8:30 p.m. ORIGINATES: WABC	J. Walter Thompson Company	49 Weeks
Mr. Gal, Sunday <i>Serial drama</i> (also ANACIN COMPANY)	Thurs. and Fri. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	380 Weeks
Ray Lombardo and his Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. ORIGINATES: WABC	Lord & Thomas	277 Weeks
Grand Central Station <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. ORIGINATES: WABC	Lambert & Feasley, Inc.	91 Weeks
On Lux Radio Theatre Stars of stage and screen <i>Drama</i> ; Cecil B. DeMille, director	Monday 9:00-10:00 p.m. ORIGINATES: KNX	J. Walter Thompson Company	175 Weeks
On Town Starring Edward G. Robinson, and Claire Trevor <i>Drama</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 a.m. ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	140 Weeks

The figures indicate the total number of weeks
 in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
<p>LEVER BROTHERS COMPANY <i>Continued</i></p>	<p>Lifebuoy</p> <p>Rinso</p> <p>Spry</p> <p>Lux Flakes Lux Toilet Soap</p>
<p>LIGGETT & MYERS TOBACCO COMPANY</p>	<p>Chesterfield Cigarettes</p>
<p>P. LORILLARD COMPANY</p>	<p>Old Gold Cigarettes</p>
<p>McKESSON & ROBBINS, INC.</p>	<p>Calox Toothpaste Solidified Albolene</p>

PROGRAM	TIME	AGENCY	ON CBS
Jack Powell with Martha Raye, Parkyakarkus, and Gluskin's Orchestra, Guest Stars <i>Comedy and music</i>	Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	140 Weeks
Big Sister with Alice Frost and Martin Gabel <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC		133 Weeks
Count Jenny's Real Life Stories <i>Dramatic</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC		115 Weeks
The Life and Love of Dr. Susan <i>Dramatic</i>	Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 5:15-5:30 p.m. ORIGINATES: WABC	J. Walter Thompson Co.	7 Weeks
Paul Whiteman and his Orchestra, with Joan Edwards, the Modernaires and Fred Uttl <i>Musical Variety</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	324 Weeks
Watts and Allen with Frank Parker, Ray Noble's Orchestra and Paul Douglas <i>Comedy and music</i>	Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: KNX		
Melody and Madness with Robert Benchley and Artie Lowe's Orchestra <i>Variety</i>	Sunday 10:00-10:30 p.m. ORIGINATES: KNX	Lennen & Mitchell, Inc.	229 Weeks
Grace Jordan, Girl Interne <i>Serial drama</i>	Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	74 Weeks

The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
MENNEN COMPANY	Mennen drug products
NEHI CORPORATION	Royal Crown Cola
NOXZEMA CHEMICAL COMPANY	Noxzema
PENICK & FORD, LTD.	My-T-Fine Dessert
PERSONAL FINANCE COMPANY	Personal Loan Service
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
The People's Vote with Sam Hayes	†Tuesday 8:15-8:30 p.m. PST ORIGINATES: KNX	H. M. Kiesewetter Advertising Agency	39 Weeks
Believe It or Not Ripley <i>Music and variety</i>	Friday 10:30-11:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	1 Week
Professor Quiz with Bob Trout	Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	17 Weeks
The Mighty Show <i>Big-top drama</i>	Mon. thru Fri. 5:45-6:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	55 Weeks
The Barclay's Daughters <i>Serial drama</i>	Mon. thru Fri. 2:00-2:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	73 Weeks
Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor and Gustav Haenschen's Orchestra and Chorus <i>Musical</i>	Saturday 9:30-10:00 p.m. ORIGINATES: WABC	Gardner Advertising Company	232 Weeks
Mary Lee Taylor Home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. ORIGINATES: KMOX		
Donny Presents Donny Green's Orchestra, Dramatized Short Stories, Floyd Sherman, "Dear Kinney, Genevieve Rowe, "Beverly", Glenn Cross, Ray Bloch's "Big 14" <i>Variety and dramatic interludes</i>	Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC	The Biow Company, Inc.	133 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
THE PROCTER & GAMBLE COMPANY	Oxydol Ivory Chipso Crisco Drene Chipso
THE PURE OIL COMPANY	Petroleum Products
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Toba

PROGRAM	TIME	AGENCY	ON CBS
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	226 Weeks
Life Can Be Beautiful <i>Serial drama</i>	1:15-1:30 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Road of Life <i>Serial drama</i>	1:30-1:45 p.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
This Day Is Ours <i>Serial drama</i>	1:45-2:00 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Himmie Fidler <i>Hollywood commentator</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 10:30-10:45 p.m. ORIGINATES: KNX	H. W. Kastor & Sons	
Manhattan Mother <i>Serial drama</i>	Mon. thru Fri. 9:15-9:30 a.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
W. V. Kaltenborn <i>News analyst</i>	Sun. and Tues. 10:30-10:45 p.m. ORIGINATES: WABC	Leo Burnett Company, Inc.	Starts April 30
Reddie Cantor's Camel Caravan with Bert Gordon, Sid Fields, Art Parks and Edgar Fairchild's Orchestra <i>Comedy and music</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: KNX	William Esty & Company, Inc.	300 Weeks
Johnny Goodman's Orchestra with Johnny Mercer, singer <i>Music and guests</i>	Tuesday 9:30-10:00 p.m. ORIGINATES: WABC		

These figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
RIO GRANDE OIL, INC.	Petroleum Products
S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Goods
THE TEXAS COMPANY	"Texaco" products
UNITED STATES RUBBER COMPANY	Rubber products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum Wrigley's Spearmint Gum

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
Selling All Cars <i>Police file dramatizations</i>	Sunday 8:00-8:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	278 Weeks
Want A Divorce <i>Dramatic</i>	†Thursday 8:15-8:30 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	24 Weeks
Texaco Star Theater Bill Murray, MC; Frances Langford, Red Sparks, Kenny Baker, Texaco Star Chorus, Jimmy Wallington, David Broekman's Orchestra <i>Musical, variety, dramatic</i>	Wednesday 9:00-10:00 p.m. ORIGINATES: KNX	Buchanan & Company, Inc.	103 Weeks
Raymond Paige, Men and a Girl <i>Musical</i>	Wednesday 10:00-10:30 p.m. ORIGINATES: WABC	Campbell-Ewald Company of New York, Inc.	34 Weeks
Model Minstrels with Tom Howard and George Minton, the Eton Boys and Guy Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC	Arthur Kudner, Inc.	200 Weeks
Gateway to Hollywood <i>Motion-picture talent quest</i>	Sunday 6:30-7:00 p.m. <i>April 2nd only:</i> 6:30-7:30 p.m. ORIGINATES: KNX	Frances Hooper Advertising Agency	357 Weeks
Wattergood Baines <i>Serial drama</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 5:00-5:15 p.m. ORIGINATES: WBBM	Neisser-Meyerhoff, Inc.	

The figures indicate the total number of weeks which the client has used CBS facilities.

WABC SPONSORED PROGRAMS

CLIENT	PROGRAM
GENERAL MILLS, INC. PROCTER & GAMBLE COMPANY SOCONY-VACUUM OIL COMPANY	Wheaties Ivory Mobiloil and Mobilgas
BROWN & WILLIAMSON TOBACCO CORPORATION	Tobacco Products
BOSCO COMPANY	Bosco (Milk Amplifier)
BULOVA WATCH COMPANY	Bulova Watches
CAMPBELL SOUP COMPANY	Campbell's Clam Chowder
DUNN & McCARTHY, INC.	Enna-Jettick Shoes
B. FISCHER COMPANY	Astor Coffee
FRIGIDAIRE CORPORATION	Electric Refrigerators

PROGRAM	TIME	AGENCY	ON WABC
All home games of New York Yankees and New York Giants <i>Play by-play description by Arch McDonald</i>	Approx. 3:10-5:15 p.m.	Knox-Reeves, Inc. Compton Advertising, Inc. J. Stirling Getchell	Starts April 18
Report Review	Mon., Wed., Fri. 6:05-6:15 p.m.	Russell M. Seeds Company	Starts April 3
News Program <i>(series starts April 17th)</i>	Mon. thru Sat. 6:00-6:05 p.m.	Kenyon & Eckhardt, Inc.	8 Weeks
Time Signals	Mon. thru Sun. 10 Times daily	The Biow Company	499 Weeks
News Program	Mon. thru Sat. thru April 15th only 6:00-6:05 p.m.	Ward Wheelock Company	11 Weeks
We're Steppin' Along <i>Hosts: Parker, MC; Jimmy Shields, MC; Ed Smalle's "Enna-Jettick Men" and D'Artega's Orchestra</i>	Saturday 9:30-10:00 p.m.	Marschalk & Pratt, Inc.	6 Weeks
The Morning Almanac, <i>hosting Phil Cook</i>	Tues., Thurs., Sat. thru April 8th only 7:30-7:45 a.m.	Neff-Rogow, Inc.	12 Weeks
Madraire Melody Time	Mon., Wed., Fri. 8:45-9:00 a.m.	Lord & Thomas	2 Weeks

Week figures indicate the total number of weeks which the client has used WABC facilities.

WABC SPONSORED PROGRAMS

CLIENT	PROGRAM
HORN & HARDART COMPANY	Automat Restaurants
THOMAS LEEMING COMPANY	Baume Bengué
LIGGETT DRUG COMPANY, INC.	Fountain Service
MELVILLE SHOE COMPANY	Thom McAn Shoes
OLSON RUG COMPANY	Olson Rugs
PACKERS TAR SOAP, INC.	Packers Tar Soap Packers Scalptone
PETER PAUL, INC.	Mounds Candy Bars
S. STROOCK & COMPANY, INC.	Stroock Fine Fabrics

PROGRAM	TIME	AGENCY	ON WABC*
Children's Hour	Sunday 10:30-11:30 a.m.	The Clements Company	116 Weeks
Richard Maxwell, War-philosopher	Tues., Thurs., Sat. 9:00-9:15 a.m.	Wm. Esty & Company, Inc.	50 Weeks
Evening Morning Almanac, Featuring Phil Cook	Mon., Wed., Fri. 7:30-7:45 a.m.	Neff-Rogow, Inc.	11 Weeks
Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	17 Weeks
Evening Odd Side of the News	Mon., Wed., Fri. 8:00-8:05 a.m.	Presba, Fellers & Presba, Inc.	10 Weeks
Evening Sports Review	Tues., Thurs., Sat. 6:05-6:15 p.m.	Stack-Goble Agency	5 Weeks
Evening Odd Side of the News	Tues., Thurs., Sat. 8:00-8:05 a.m.	Platt-Forbes, Inc.	24 Weeks
Headlines in the News	Mon., Wed., Fri. 11:00-11:15 p.m. April 3rd, 5th and 7th only	Weill & Wilkins, Inc.	3 Weeks

*The figures indicate the total number of weeks
in which the client has used WABC facilities.*

CBS SUSTAINING PROGRAMS

The programs "BY COLUMBIA" for April are planned within a triple frame of *Interest, Timeliness, and Balance*. This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these nine classifications:

1. SPECIAL EVENTS *Page 28*
2. PUBLIC AFFAIRS *Page 30*
3. EDUCATIONAL PROGRAMS *Page 32*
4. DRAMATIC SERIES *Page 37*
5. SERIOUS MUSIC *Page 38*
6. CHILDREN'S PROGRAMS *Page 41*
7. RELIGIOUS BROADCASTS *Page 42*
-
8. PERSONALITIES *Page 43*
9. LIGHT MUSIC *Page 43*

- ADDENDA: MARCH PROGRAMS *Page 45*

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p>Easter Sunrise Service 6:00-9:30 a.m. SUNDAY, APRIL 9</p>	<p>Easter services from Rome to California are followed half way across the world by CBS on Easter morning. The three and a half hour schedule follows:</p> <p>ROME, 6:00-7:00 a.m.: Easter mass and the blessing of Pope Pius XII from the Vatican.</p> <p>CENTRAL PARK, NEW YORK, 7:00-7:30 a.m.: Sunrise ceremonies on the Mall conducted by the Federation of Churches of Greater New York.</p> <p>ST. LOUIS, 7:30-8:00 a.m.: Choral works by Sibelius and Nevin, sung by the St. Louis High School Choir.</p> <p>PROVO, UTAH, 8:00-8:30 a.m.: Brigham Young University Orchestra and Choir.</p> <p>FOREST LAWN MEMORIAL PARK, GLENDALE, CALIFORNIA, 8:30-9:30 a.m.: Los Angeles Philharmonic Orchestra, conducted by Otto Klemperer; 500-voice chorus, with Anne Jamison, soloist; reading by William Farnum; Easter message by Dr. Edgar J. Goodspeed of the University of California.</p>
<p>Russian Easter Service 12:15-1:00 a.m. SUNDAY, APRIL 9</p>	<p>From the Russian Orthodox Cathedral in New York, the Russian Easter midnight service is to be heard. Most Reverend Theophilus, Archbishop of San Francisco and Metropolitan of America and Canada, is presiding and a choir of 35 voices presents a choral program under the direction of S. E. Andreeff.</p>

CBS SUSTAINING PROGRAMS

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p>WIBW Dedication 12:00-12:30 p.m. SUNDAY, APRIL 2</p>	<p>The new transmitter of station WIBW, Topeka, Kansas, is dedicated with a speech by Sen. Arthur Capper (R), in Washington, and one by Wayne King, in Chicago.</p>
<p>International Rifle Match 4:40-5:00 p.m. MONDAY, APRIL 3</p>	<p>An international rifle match between Great Britain and the United States is carried over short wave, as the six-man teams shoot simultaneously, separated by the Atlantic.</p>
<p>Army Day Program 3:15-3:30 p.m. THURSDAY, APRIL 6</p>	<p>The ceremonies held at Wright Field, Dayton, Ohio, celebrating Army Day are described to Columbia's audience.</p>
<p>WGAR Safety Award 4:00-4:15 p.m. THURSDAY, APRIL 6</p>	<p>WGAR, Columbia's Cleveland station, is given the annual safety award of the Commercial Investment Trust for the best safety program—a short wave mobile unit, warning of driving hazards.</p>
<p>Radio Improvement 6:45-7:00 p.m. THURSDAY, APRIL 6</p>	<p>Radio editors and feature writers meet with E. K. Cohan, Columbia's engineering director, to discuss means of improving radio reception.</p>
<p>Glider Championship 3:00-3:30 p.m. SATURDAY, APRIL 8</p>	<p>The second annual Southern California Soaring Association glider championship is described from Arvin, California.</p>
<p>National Safety Council Annual Awards 10:45-11:00 p.m. TUESDAY, APRIL 11</p>	<p>The annual National Safety Council Awards dinner, honoring the safest cities per population, at the Mayflower Hotel, Washington, features a speech by Dr. George H. Gallup, and a talk by Eddie Cantor from Hollywood.</p>

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
<p>Jacques Kayser 2:30-2:45 p.m. THURSDAY, APRIL 6</p>	<p>Jacques Kayser, leader of the French Radical Socialist party, discusses the European situation from Paris.</p>
<p>Secretary Ickes 10:30-11:00 p.m. TUESDAY, APRIL 11</p>	<p>Secretary of the Interior Harold L. Ickes takes up the topic of "Columnitis" at a meeting of the New York Newspaper Guild, held at the Astor Hotel, with Carl Randau, president, introducing the speaker.</p>
<p>President Roosevelt 11:00-11:40 p.m. 2:30-2:45 p.m. FRIDAY, APRIL 14</p>	<p>President Roosevelt takes to the air twice in speeches before the governing board of the Pan-American Union and commemorating the 150th anniversary of George Washington's notification, at Mount Vernon.</p>
<p>Col. Johnson 1:00-1:30 p.m. SATURDAY, APRIL 15</p>	<p>Colonel Louis Johnson, Assistant Secretary of War, speaks at the upper Monongahela Valley Association convention, Fairmont, West Va.</p>
<p>Women's National Radio Committee 3:00-3:30 p.m. WEDNESDAY, APRIL 19</p>	<p>The Women's National Radio Committee has a round-table discussion on "The Use of Radio in Promoting International and Domestic Good Will," in which H. V. Kaltenborn, Columbia commentator, Alfred J. McCosker, Mutual chairman, and Frank Mason, NBC vice-president, take part, with Sterling Fisher, Columbia's director of education and radio talks, presiding.</p>
<p>Kaltenborn Edits the News 10:30-10:45 p.m. EACH SUNDAY, THRU APRIL 23</p>	<p>H. V. Kaltenborn, Columbia's ace commentator, edits the news each week, in this series of broadcasts on events here and abroad.</p>

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p>Foundations of Democracy 6:30-7:00 p.m. EACH TUESDAY</p>	<p>Columbia presents Senator Robert A. Taft (R) of Ohio and Representative T. V. Smith (D) of Illinois in a new and important series of talks on economic and social questions, intended to demonstrate "the democratic method of mutual criticism and controversy."</p>
<p>Saluting the World's Fair 1:30-2:00 p.m. EACH SUNDAY THRU APRIL 23</p>	<p>The rulers and heads of seventeen nations join in a weekly series of salutes to the New York World's Fair 1939. The schedule for April is:</p> <p>APRIL 2: Japan. APRIL 9: Sweden. APRIL 16: Brazil. APRIL 23: Great Britain.</p>
<p>Current Questions Before Congress <i>The Senate</i>-5:00-5:15 p.m. EACH TUESDAY <i>The House</i>-5:00-5:15 p.m. EACH THURSDAY</p>	<p>Leading members of the Senate and of the House of Representatives discuss, in separate weekly broadcasts, current legislation and business under consideration by their bodies. Speakers are selected for their special knowledge of the issues involved.</p>
<p>"Today" with Bob Trout MONDAY, WEDNESDAY, THURSDAY, FRIDAY. 6:30-6:45 p.m.</p>	<p>Bob Trout, Columbia's ace reporter, tells the story of what's going on in the world "Today" in his daily news broadcasts.</p>
<p>Capital Opinions 10:45-11:00 p.m. EACH SATURDAY AND SUNDAY</p>	<p>Members of Congress and government officials participate in these discussions of problems of national interest. The programs originate from WJSV, Columbia's station in Washington.</p>

**EDUCATIONAL
PROGRAMS**

<p style="text-align: center;">PROGRAM AND TIME</p> <p>CBS ADULT EDUCATION BOARD</p>	<p style="text-align: center;">DESCRIPTION</p> <p>The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">LYMAN BRYSON, chairman</td> <td style="width: 50%;">SPENCER MILLER, JR.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCENT</td> </tr> <tr> <td>ROBERT I. GANNON, S. J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALVIN S. JOHNSON</td> <td>RAY LYMAN WILBUR</td> </tr> <tr> <td>HENRY R. LUCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, chairman	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LUCE	JOSEPH H. WILLITS
LYMAN BRYSON, chairman	SPENCER MILLER, JR.														
STRINGFELLOW BARR	RUTH BRYAN ROHDE														
WILLIAM BENTON	THOMAS V. SMITH														
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT														
ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE														
ALVIN S. JOHNSON	RAY LYMAN WILBUR														
HENRY R. LUCE	JOSEPH H. WILLITS														
<p>Americans at Work</p> <p>7:30-8:00 p.m. EACH SATURDAY</p>	<p>Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and workshops throughout the land. The April schedule:</p> <p>APRIL 1: Pineapple Worker. APRIL 8: Grocer. APRIL 15: Meat Packer. APRIL 22: Ice Patrol. APRIL 29: Horse Trainer.</p>														
<p>The People's Platform</p> <p>7:00-7:30 p.m. EACH SUNDAY, EXCEPT APRIL 2</p>	<p>Columbia presents a novel series in which four typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinner, during which solutions to current problems are sought through an exchange of ideas.</p> <p>APRIL 2: "Free Speech: A Right or a Privilege?" (5:00-5:30 p.m.) APRIL 9: "Will Economic Boycotts Work?" APRIL 16: "What Is the American Way?" APRIL 23: "Radio and the Public Interest."</p>														

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Of Men and Books 1:00-4:15 p.m. EACH THURSDAY</p>	<p>Current books and authors are discussed by Professor John T. Frederick of the Medill School of Journalism at Northwestern University.</p> <p>APRIL 6: Novels by J. P. Marquand, Jan Boyd and Bess Streeter Aldrich.</p> <p>APRIL 13: Memoirs by Edith Boling Wilson, Walter Dyk, Ludwig Bemelmans and Lopez Pearsall Smith.</p> <p>APRIL 20: Books by Robert Penn Warren, William Faulkner, Allen Tate, Katherine Anne Porter and R. P. Harris.</p> <p>APRIL 27: Stories by Carl Birdenbaugh and G. G. Coulton.</p>
<p>Men Behind the Stars 5:15-5:30 p.m. FRIDAY, APRIL 7 AND 14 5:30-5:45 p.m. EACH FRIDAY THEREAFTER</p>	<p>The lives and discoveries of astronomers throughout the ages are dramatized in this series, presented by Prof. William H. Bart Jr. of the Hayden Planetarium, and Harold Christian Adamson of the American Museum of Natural History.</p> <p>APRIL 7: Henriette Leavitt.</p> <p>APRIL 14: Lowell.</p> <p>APRIL 21: The Big Bear.</p> <p>APRIL 28: The Little Bear.</p>
<p>What Price America? 6:30-7:00 p.m. EACH SATURDAY</p>	<p>The story of the natural resources of America—their original abundance, gradual depletion and present efforts at conservation—is told through dramatizations presented by CBS in cooperation with the U. S. Dept. of Interior.</p> <p>APRIL 8: We Listen to Science.</p> <p>APRIL 15: We, Young Men, Go West.</p> <p>APRIL 22: We Settle Arid Lands.</p> <p>APRIL 29: We Have No More Frontiers.</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME

**American School
of the Air**

2:30-3:00 p.m.

MONDAY THRU FRIDAY

DESCRIPTION

The AMERICAN SCHOOL OF THE AIR is in its tenth consecutive season on the Columbia Network. Among the groups cooperating are the National Education Association, the Progressive Education Association, the National Council of Teachers of English and the American Library Association. The schedule for each school-day of the month:

MONDAYS—*Frontiers of Democracy.*

APRIL 3: New Voices.

APRIL 10: (Not heard; Easter holiday).

APRIL 17: Machines and Men.

APRIL 24: Planning for the Future.

TUESDAYS—*Music and the Friendly Arts.*

APRIL 4: Music and the Prose Narrative.

APRIL 11: (Easter holiday).

APRIL 18: Music in Fairy Tale and Legend.

APRIL 25: Music and Architecture.

WEDNESDAYS—*New Horizons.*

APRIL 5: Arctic Quest and Conquest.

APRIL 12: (Easter holiday).

APRIL 19: Land of Lions.

APRIL 26: Wonders of the South Seas.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

PROGRAM AND TIME	DESCRIPTION
<p>American School of the Air <i>(Continued)</i></p>	<p>THURSDAYS—<i>This Living World.</i></p> <p>APRIL 6, 13: (Easter holidays).</p> <p>APRIL 20: Broadcast from the High School Automotive Trades.</p> <p>APRIL 27: From the James Monroe High School.</p> <p>FRIDAYS—<i>Tales from Far and Near.</i></p> <p>APRIL 7, 14: (Easter holidays).</p> <p>APRIL 21: "Gone Is Gone," by Wanda Gag.</p> <p>APRIL 28: "Johnny and His Mule," by Ed Credle.</p>
<p>Adventures in Science 6:15-6:30 p.m. EACH SATURDAY</p>	<p>Watson Davis interviews prominent scientists on these programs presented in cooperation with Science Service, Inc.</p> <p>APRIL 1: Dr. Gustav Egloff, Universal Products: "Motor Fuels of the Future."</p> <p>APRIL 8: Lewis W. Waters, General Foods: "Better Meals Tomorrow."</p> <p>APRIL 15: Professor Ernest Orlando Lawrence, University of California: "Atom-smash With the Cyclotron."</p> <p>APRIL 22: Sir William Bragg, scientist: "The Growth of Science."</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>Highways to Health 4:00-4:15 p.m. EACH TUESDAY</p>	<p>The New York Academy of Medicine arranges these medical talks for the layman. Dr. Iago Galdston, executive secretary of the Medical Information Bureau, is in charge.</p> <p>APRIL 4: Dr. Edward S. McSweeney, chairman, tuberculosis committee, New York Tuberculosis and Health Association: "Help Find Early Tuberculosis."</p> <p>APRIL 11: Dr. Robert L. Levy, Professor of Clinical Medicine, College of Physicians and Surgeons, Columbia University: "Pain in the Region of the Heart."</p> <p>APRIL 18: Dr. C. C. Little, director, American Society for Control of Cancer; Dr. Stanley P. Reimann, director, Lankenau Institute, Philadelphia: "Cancer Research."</p> <p>APRIL 25: Dr. Frank E. Adair, secretary, American Society for Control of Cancer; Dr. Anna C. Palmer, president, Cured Cancer Club and Mr. James P. Roe: "Cured Cancer Clubs."</p>
<p>"Americans All— Immigrants All" 2:00-2:30 p.m. EACH SUNDAY</p>	<p>This new series dramatizes the outstanding contributions made by all races in building the America of today. John W. Studebaker, Commissioner of Education, supervises and Gilbert Seldes prepares the scripts.</p> <p>APRIL 2: Contributions in Science.</p> <p>APRIL 9: Arts and Crafts.</p> <p>APRIL 16: Social Progress.</p> <p>APRIL 23: A New England Town.</p> <p>APRIL 30: An Industrial City.</p>

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

PROGRAM AND TIME	DESCRIPTION
<p>The Columbia Workshop 10:30-11:00 p.m. EACH MONDAY</p>	<p><i>The Columbia Workshop</i>, now in its third year, presents unusual radio dramas, employing latest broadcasting techniques.</p> <p>APRIL 3: "Kit Carson," by Elaine Ryan, directed by Brewster Morgan.</p> <p>APRIL 10: A repeat performance of "They Came Through the Air With the Greatest of Ease," an original satire by Norman Corwin.</p> <p>APRIL 17: "Wet Saturday," adapted by William Robson from John Collier's short story, and "Private Throgg," by Parker Finley, both directed by Mr. Robson.</p> <p>APRIL 24: "Wild Man," by David Redstone, directed by Mr. Morgan.</p>
<p>Ray Collins in "County Seat" 7:30-8:00 p.m. EACH SATURDAY BEGINNING APRIL 8</p>	<p>Ray Collins, one of radio's foremost actors, stars in this new dramatic series as "Doc" Hackett, small town druggist. The story "County Seat" is written by Milton Geisler.</p>
<p>Norman Corwin's "Words Without Music" 2:30-3:00 p.m. EACH SUNDAY, EXCEPT APRIL 2</p>	<p><i>Words Without Music</i> was introduced in its first Columbia Workshop performance. Directed by Norman Corwin, these unusual programs are an experiment with the drama of words and music, to vitalize poetry for a larger audience.</p>
<p>Men Against Death 2:00-2:30 p.m. EACH SATURDAY</p>	<p>The heroes of Paul de Kruif's well-known books are brought to life in dramas presented in association with the Federal Theater's Radio Division. Brewster Morgan directs, Leo F. Tate and Harold Hartogensis adapt, Charles Paul is organist.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME

**New York Philharmonic-
Symphony Orchestra**

3:00-5:00 p.m.

EACH SUNDAY

DESCRIPTION

The New York Philharmonic-Symphony Orchestra concludes this month its ninth consecutive season as an exclusive Columbia Network feature. John Barbirolli, brilliant young English conductor, directs the concerts. Deems Taylor, Columbia's Music Consultant, is the program commentator. The final concerts from Carnegie Hall this month:

APRIL 2: *Nicolai*: Overture to "The Merry Wives of Windsor"; *Liszt*: Piano Concerto No. 1, JOSE ITURBI, pianist; *Sibelius*: Symphony No. 1.

APRIL 9: Easter Program — *Rossini*: "Petite Messe Solennelle," with RIA GINSTER, soprano; BRUNA CASTAGNA, contralto; CHARLES KULLMAN, tenor; LEONARD WARREN, bass; and the Westminster Choir, directed by JOHN FINLEY WILLIAMSON.

APRIL 16: *Wagner*: Act II of "Tristan und Isolde," with KIRSTEN FLAGSTAD, as Isolde; EYVIND LAHOLM as Tristan; ENRI SZANTHO as Brangaene; JOHN GURNEY as King Mark and DANIEL HARRIS as Melot.

APRIL 23: *Beethoven*: Violin Concerto, played by ADOLPH BUSCH.

APRIL 30 (final concert): *Mendelssohn*: Piano Concerto in G Minor, played by RUDOLF SERKIN.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Choral Music <i>Various hours</i> THRU APRIL 15</p>	<p>APRIL 1: Southern California Junior College Music Festival, 3:00-3:30 p.m.</p> <p>APRIL 2: University of Michigan Sunday Morning Hymn Sing, 9:00-9:25 a.m.</p> <p>APRIL 6: The Plainsong Choir of Christ Church, 4:45-5:00 p.m.</p> <p>APRIL 7: Symphonic Chorus of Ohio State University, 2:30-3:00 p.m. Choir of St. Angels Church, New York, 11:30 p.m.-12 n.</p> <p>APRIL 8: Jefferson County Children's Choir, Louisville, 1:00-1:30 p.m. Pasadena 1 Choir, 3:30-4:00 p.m.</p> <p>APRIL 10: Choir of Bennett College, Greensboro, N. C., 5:00-5:15 p.m.</p> <p>APRIL 11: Harrisburg Symphony Choir, 2:30-3 p.m.</p> <p>APRIL 15: Concordia College Choir, Mankato, Minn., 3:00-3:30 p.m.</p>
<p>Curtis Institute of Music 3:00-4:00 p.m. EACH MONDAY</p>	<p>The Curtis Institute of Music is presenting a series of thirty Monday concerts in its tenth consecutive season on CBS. Distinguished soloists and students perform. Chamber music groups are directed by Dr. Louis Baer and the Curtis Symphony Orchestra is conducted by Fritz Reiner. A new feature is musical commentary by students of the Institute.</p>
<p>Story of the Song 3:30-4:00 p.m. EACH TUESDAY</p>	<p>Each week outstanding singers of the concert stage are presented in selections from the treasury of songs in English. Genevieve Ross, soprano; Ruth Carhart, contralto; Mordecai Bowe, tenor and Hubert Hendrie, baritone.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>Sonata Recital 3:30-4:00 p.m. EACH THURSDAY</p>	<p>Eugene Dubois, violinist and Alexander Semmler, pianist, are presented in weekly chamber music programs. On April 6, they play the Cesar Franck Sonata and on April 13, a Mozart sonata.</p>
<p>Keyboard Concerts 3:30-4:00 p.m. EACH FRIDAY</p>	<p>Outstanding artists of all the keyboard instruments are presented on these programs. APRIL 7: Stansilaw Szpinalski, in an all-Polish program. APRIL 14: Helen Schafmeister and Federico Longas, pianists.</p>
<p>Columbia Concert Orchestra FRIDAY, 10:30-11:00 p.m.</p>	<p>Howard Barlow, Columbia's noted conductor, leads the Columbia Concert Orchestra in a series of Friday evening concerts.</p>
<p>United States Army and Marine Bands THURSDAY, FRIDAY, 3-3:30 p.m.</p>	<p>Band music is played each Thursday and Friday on Columbia in half-hour programs by the United States Army Band. On occasion the Marine Band alternates with Friday programs.</p>
<p>Cincinnati Conservatory of Music 11:00 a.m.-12:00 noon EACH SATURDAY</p>	<p>The Cincinnati Conservatory of Music presents its fourth season of symphonic concerts on CBS. Alexander von Kreisler arranges the programs and conducts the Conservatory symphony orchestra. Members of the artist faculty are featured each week as soloists.</p>
<p>From the Organ Loft 9:00-9:30 a.m. EACH SUNDAY</p>	<p>Julius Mattfeld, outstanding concert organist and director of the CBS Music Library, is soloist on these programs of organ music.</p>

CBS SUSTAINING PROGRAMS

CHILDREN'S PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>"So You Want to Be—" 5:15-5:30 p.m. WEDNESDAY, APRIL 5 AND 12 5:30-5:45 p.m. EACH WEDNESDAY THEREAFTER</p>	<p>Successful persons in all walks of life are subjects of interviews by youngsters who wish to follow in their footsteps. The program is presented with the cooperation of <i>Young America</i> magazine.</p> <p>APRIL 5: "So You Want to Be a Nurse?"—Ar D. Wolf of New York Hospital, Guest.</p> <p>APRIL 12: "So You Want to Be an Orchestral Leader?"—Andre Kostelanetz, Guest.</p> <p>APRIL 19: "So You Want to Be an Art Officer?"</p> <p>APRIL 26: "So You Want to Be a Publisher"</p>
<p>"March of Games" WED. & FRI., 5:15-5:30 p.m. BEGINNING APRIL 18, TUES. AND THURS., 5:30-5:45 p.m.</p>	<p>Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equal youthful contestants, and prizes awarded. Arthur Ross, schoolboy master of ceremonies and Sybil Trent, 11-year-old "Miss Drum Major" are featured.</p>
<p>"Let's Pretend" MON. & THURS., 5:15-5:45 p.m. BEGINNING APRIL 22 SATURDAY, 12:30-1:00 p.m.</p>	<p>The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors. These dramas have been a Columbia children's feature for eight years. Beginning April 22, they will be heard on Saturday afternoons.</p>

**RELIGIOUS
BROADCASTS**

PROGRAM AND TIME

Church of the Air
10:00-10:30 a.m.
1:00-1:30 p.m.
EACH SUNDAY

DESCRIPTION

The *Church of the Air* is presenting its 8th consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.

APRIL 2: *Morning*—Rev. Ernest G. Richardson, Bishop of the Methodist Episcopal Church, Philadelphia.

Afternoon—Most Rev. James A McFadden, D.D., Auxiliary Bishop of Cleveland.

APRIL 9: *Morning*—Rt. Rev. William T. Manning, Bishop of New York, Cathedral of St. John the Divine.

Afternoon—President J. Reuben Clark, Jr., First Counselor of the First Presidency of the Church of Jesus Christ of Latter Day Saints, Salt Lake City.

APRIL 16: *Morning*—Rev. Frederick L. Fagley, General Council of the Congregational and Christian Churches, New York.

Afternoon—Rev. Dr. Joseph A. Daly, Church of St. Gregory the Great, New York.

APRIL 23: Rev. Augustus P. Reccord, Church of Our Father (Unitarian), Detroit.

Afternoon—Rev. Dr. David de Sola Pool, Spanish and Portuguese Synagogue, New York.

APRIL 30: *Morning*—Rev. Grove G. Johnson, National Baptist Memorial Church, Washington, D. C.

Afternoon—Rt. Rev. Mgr. John J. Hunt, Visitation Rectory (Catholic), Detroit.

CBS SUSTAINING PROGRAMS

PERSONALITIES

PROGRAM AND TIME	DESCRIPTION
<p>Richard Maxwell 9:00-9:15 a.m. MONDAY, WEDNESDAY AND FRIDAY</p>	<p>Richard Maxwell presents three program hymns and inspirational songs each v Homely philosophy in poetry and prose ments the songs of the CBS tenor.</p>
<p>Outdoors with Bob Edge 7:15-7:30 p.m. EACH THURSDAY</p>	<p>Bob Edge, popular young sportsman, is h in this series of informal talks dedicate hunting and fishing enthusiasts.</p>
<p>Major Bowes' Capitol Family 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the D Brothers (Kelly, Jack and Pete), Helen A ander, soprano; Nicholas Cosentino, te Charles Magante, accordionist; Sam Heri xylophonist, and Waldo Mayo's Orchestra.</p>
<p>Ray Block's Varieties 4:15-4:45 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these va programs, assisted by guest vocalists rhythm groups.</p>
<p>Al Bernard's Merry Minstrels TUESDAY, 4:15-4:45 p.m.</p>	<p>A streamlined, modern version of the old-minstrel show. Al Bernard, long a headlin this field of entertainment, is starred.</p>
<p>National Hillbilly Champions 10:00-10:30 a.m. EACH SATURDAY</p>	<p>Hillbilly music, performed by the nati leading mountaineer group, Pappy Chesh National Hillbilly Champions, is heard Saturday morning from station KMOX.</p>
<p>Nan Wynn MONDAY, 4:45-5:00 p.m. THURSDAY, 6:45-7:00 p.m.</p>	<p>Nan Wynn, Columbia's sweet-swing singe heard twice weekly in her own program stylized songs.</p>

LIGHT MUSIC

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION																		
<p>Moods for Moderns 1:30-2:00 p.m. EACH SATURDAY UNTIL APRIL 15</p>	<p>Lyn Murray, outstanding young conductor, directs these programs of original arrangements of modern music, and features guest soloists and choruses.</p>																		
<p>CBS Vocalists Various hours MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:</p> <table border="0" data-bbox="763 700 1197 891"> <tr> <td>Clyde Barrie</td> <td>Audrey Marsh</td> </tr> <tr> <td>Ruth Carhart</td> <td>Doris Rhodes</td> </tr> <tr> <td>Buddy Clark</td> <td>Genevieve Rowe</td> </tr> <tr> <td>Ray Heatherton</td> <td>Jack Shannon</td> </tr> <tr> <td></td> <td>Barry Wood</td> </tr> </table>	Clyde Barrie	Audrey Marsh	Ruth Carhart	Doris Rhodes	Buddy Clark	Genevieve Rowe	Ray Heatherton	Jack Shannon		Barry Wood								
Clyde Barrie	Audrey Marsh																		
Ruth Carhart	Doris Rhodes																		
Buddy Clark	Genevieve Rowe																		
Ray Heatherton	Jack Shannon																		
	Barry Wood																		
<p>Deep River Boys, Eton Boys, Four Clubmen Various hours</p>	<p>These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.</p>																		
<p>Dance Orchestras Various hours MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for April:</p> <table border="0" data-bbox="750 1290 1171 1633"> <tr> <td>Dick Barrie</td> <td>Kay Kyser</td> </tr> <tr> <td>Charles Baum</td> <td>Enoch Light</td> </tr> <tr> <td>Archie Bleyer</td> <td>Matty Malneck</td> </tr> <tr> <td>Henry Busse</td> <td>Jack Marshard</td> </tr> <tr> <td>Cab Calloway</td> <td>Ozzie Nelson</td> </tr> <tr> <td>Shep Fields</td> <td>Leighton Noble</td> </tr> <tr> <td>Paul Kain</td> <td>Red Norvo</td> </tr> <tr> <td>Sammy Kaye</td> <td>Jack Teagarden</td> </tr> <tr> <td>Wayne King</td> <td>Dick Stabile</td> </tr> </table>	Dick Barrie	Kay Kyser	Charles Baum	Enoch Light	Archie Bleyer	Matty Malneck	Henry Busse	Jack Marshard	Cab Calloway	Ozzie Nelson	Shep Fields	Leighton Noble	Paul Kain	Red Norvo	Sammy Kaye	Jack Teagarden	Wayne King	Dick Stabile
Dick Barrie	Kay Kyser																		
Charles Baum	Enoch Light																		
Archie Bleyer	Matty Malneck																		
Henry Busse	Jack Marshard																		
Cab Calloway	Ozzie Nelson																		
Shep Fields	Leighton Noble																		
Paul Kain	Red Norvo																		
Sammy Kaye	Jack Teagarden																		
Wayne King	Dick Stabile																		

ADDENDA: MARCH PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *March* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

THE EUROPEAN SITUATION

Wednesday, March 15

CBS flashed news of the partition of Czecho-Slovakia by the German government, 6:36 a.m. H. V. Kaltenborn, CBS expert on international affairs, analyzed the changed map of Europe, 3 p.m.

Thursday, March 16

CHICAGO-NEW YORK — Jan C. Masaryk, former Czech ambassador to Great Britain, made his first public pronouncement on the partition on his homeland, in a two-way radio interview with Mr. Kaltenborn, 6:45-7 p.m.

Friday, March 17

WASHINGTON — Ernest K. Lindley, journalist, reported developments in the nation's capital, 3-3:15 p.m.

LONDON — Prime Minister Chamberlain made a 40-minute speech on the stand of his government, 3:15-3:55 p.m. NEW YORK — Mr. Kaltenborn followed with an analysis, 3:55-4 p.m.

LONDON-NEW YORK — Edward R. Murrow, chief of Columbia's European staff, discussed developments with Mr. Kaltenborn

across the Atlantic, 7-7:15 p.m.

PARIS — Walter Kerr, *Herald-Tribune* correspondent, reported reactions in the French capital, 11:15-11:30 p.m.

Saturday, March 18

SAN FRANCISCO — Maurice Hindus, who reported for CBS from Prague last Fall, spoke from the West Coast, 4:45-5 p.m.

LONDON — Edward R. Murrow reported from the British capital, 6:15-6:30 p.m.

PARIS — William L. Shirer, CBS European representative, took up his post in the French capital, 11:15-11:30 p.m.

Sunday, March 19

BUDAPEST — Baron Sigismund Perenyi spoke from Hungary, one of the chief danger spots in Europe, 1:30-2 p.m.

LONDON-PARIS-PRAGUE-CHICAGO — Another CBS "first" linked four capitals simultaneously, with Mr. Kaltenborn in Chicago, Mr. Murrow in London, Mr. Shirer in Prague and Melvin Whiteleather, AP correspondent in Prague, 5-5:30 p.m.

WASHINGTON — Senator Key Pittman (D) of Nevada, chairman of Foreign Relations Committee, spoke on "Revising the Neutrality Act," 10:45-11 p.m.

Monday, March 20

LONDON—Pertinax, noted European journalist, gave his opinion of the European situation, 4:45–5 p.m.

WASHINGTON—Erwin R. Canham, correspondent for the *Christian Science Monitor*, spoke from the nation's capital, 11:15–11:30 p.m.

Tuesday, March 21

LONDON—The arrival of President Lebrun of France in London was described by Edward R. Murrow, 5:40–5:45 p.m.

Wednesday, March 22

CHICAGO—Mr. Kaltenborn was heard in an analysis of new developments, 4:35–4:45 p.m.

LONDON—Mr. Murrow reported on the results of the Lebrun visit, 6:30–6:35 p.m.

BERLIN—From the German capital itself, Pierre J. Huss, International News Service correspondent, reported to CBS listeners, 7–7:15 p.m.

Thursday, March 23

MEMEL—Adolf Hitler spoke from the annexed Lithuanian city of Memel, 8:22–8:42 a.m.

BERLIN-PARIS-LONDON-NEW YORK—A second CBS European roundup brought to America the voices of Wallace R. Deuel, Berlin chief of the *Chicago Daily News*; Mr. Murrow from London and Mr. Shirer from Paris, with Mr. Kaltenborn presiding in New York, 6:45–7 p.m.

WASHINGTON—Representative Emanuel Celler (D) of New York proposed "More Retaliation Against Hitler," 10:45–11 p.m.

Saturday, March 25

BUDAPEST AND WARSAW—CBS moved into the danger zone of Europe for talks by Michael Kwapiszewski on the Polish viewpoint and by Rupert Gosling on the Hungarian situation, 4:30–4:45 p.m.

Sunday, March 26

ROME—Benito Mussolini's long-awaited speech, outlining Italy's demands, was broadcast by Columbia, 5–5:30 a.m.

PARIS-LONDON-ROME-NEW YORK—The third CBS European roundup presented the views of Sir Frederick Whyte and Mr. Murrow in London; Reynolds Packard, United Press correspondent, from Rome; Mr. Shirer in Paris and Mr. Kaltenborn in New York, 5–5:30 p.m.

Tuesday, March 28

WASHINGTON-NEW YORK—"American Reactions to Nazi Aggression" were given by General Hugh S. Johnson, William Green, Senator Elbert D. Thomas (D) of Utah, speaking from the capital, and Wythe Williams, editor of the *Greenwich Tribune*, and Colonel Theodore Roosevelt, in New York, 10:45–11:15 p.m.

Wednesday, March 29

PARIS—Premier Edouard Daladier of France presented the attitude of his government, in the face of Italian demands, 2:45–3:30 p.m.

THE PAPAL ELECTION

● MARCH 1: William L. Shirer described the scene outside the Vatican during the Conclave of Cardinals, 5:30–5:45 p.m.

● MARCH 2: For the first time in history, the voice of the newly-elected Pope was carried

to the world by radio, as Pius XII gave the Papal blessing "Urbi et Orbi" from the Vatican. 11:27 a.m.-12:27 p.m.

Arnoldo Cortesi, former *New York Times* correspondent, reviewed the career of the new Pope. 3-3:15 p.m.

Bishop James H. Ryan of Omaha and the Rev. Dr. Robert I. Gannon, president of Fordham University, described the character of the new Pope in the light of their personal contact with him on his visit to this country, 6:45-7:15 p.m.

● MARCH 12: The coronation of the Pope was covered by Columbia on a special 24-hour schedule. The broadcasts began with selected music by the Minneapolis Symphony Orchestra, directed by Dmitri Mitropoulos, 1:00-2:00 a.m., followed by the choir of St. Meinrad Monastery, Indiana, who chanted the Gregorian "Liturgy on the Day of the Coronation of the Pope" from their choir stalls for the first time on radio, 2-2:30 a.m. The entire coronation ceremonies from St. Peter's in Rome were described by the Rev. John P. Delaney, of New York, now attached to Vatican radio station HVJ, assisted by William L. Shirer, Columbia's Central European representative, 2:30-7:15 a.m.

PUBLIC AFFAIRS

● MARCH 11: Senator Sheridan Downey (D) of California, Representative Robert Luce (R) of Massachusetts and Lawrence Dennis, economist-publicist, discussed "America's Fiscal Policy," under the auspices of The People's Lobby, Inc., 1-1:30 p.m.

● MARCH 14: "The Popes Condemn Anti-Semitism" asserted the Rev. Dr. Maurice S.

Sheehy of Catholic University, 10:45-11 p.m.

● MARCH 18: "Why Should I Go To College?" was the question answered by Miss Marion Edwards Park, president of Bryn Mawr, Miss Constance Warren, president of Sarah Lawrence, and Ordway Tead, chairman of the New York City Board of Higher Education, 2:45-3 p.m.

Senator Edward R. Burke (D) of Nebraska gave his opinion on "What Shall We Do with the Wagner Act?" 10:45-11 p.m.

● MARCH 23: "National Rivers and Harbors" was the subject of Representative Robert Alexis Green (D) of Florida, 5-5:15 p.m.

● MARCH 25: Governor Blanton Winship of Puerto Rico gave "A Report from Puerto Rico," 10:45-11 p.m.

● MARCH 27: Colonel Theodore Roosevelt spoke in behalf of National Jewish Hospital Week, 4:55-5 p.m.

SPECIAL EVENTS

● MARCH 11: Ted Husing reported the high lights of the 20th annual Knights of Columbus track meet, from Madison Square Garden. 11-11:15 p.m.

● MARCH 12: The addition of station WKAQ, San Juan, Puerto Rico to the Columbia Network was observed with speeches by Governor Blanton Winship in San Juan and Ernest Gruening of the Department of the Interior in Washington, and some native music from the West Indies island. 10:45-11:15 p.m.

● MARCH 14: The new Yankee Clipper, flying over New York in a test flight before entering trans-Atlantic service, was contacted by shortwave, 3-3:05 p.m.

● MARCH 17: CBS station WRVA, of Richmond, Virginia, dedicated its new transmitter in a special program featuring Senator Harry F. Byrd (D) of Virginia, speaking from Washington, Governor James H. Priece (D), the Crossroads Symphony Orchestra and the Shrine Chanters, from Richmond, and Albert Alley and Guy Repp, the Four Clubmen and Leith Stevens and his orchestra from New York, 10:30-11 p.m.

● MARCH 18: The Fashion Academy's annual awards to America's best-dressed women were announced for the fourth consecutive year over Columbia by Emil Alvin Hartman, director, from the Waldorf-Astoria, 1:15-1:30 p.m.

● MARCH 20: Frank Buck, Eltinge Warner, Lynn Bogue Hunt, and Billy Lares, 10, competed in a quiz on "Fur, Fins or Feathers?" being questioned on various bird, animal and fish calls by Bob Edge, CBS commentator, under the auspices of the National Wild Life League, 4-4:15 p.m.

● MARCH 29: The Intercity Golden Gloves championships between the winners from New York and Chicago, was described blow-by-blow from Chicago Stadium by Pat

Flanagan and John Harrington, CBS sports announcers, 11:15 p.m.-12 midnight.

SERIOUS MUSIC

● MARCH 11: The Interecollegiate Music Guild of America presented works by college students, some of whom played their own compositions, 12:30-1 p.m.

● MARCH 12: Ernest Bloeh's "Avodeth Hakobesh," a Sabbath Service, was performed in Boston by 30 mixed voices of the St. Cecilia Society and the Temple Ohabei Shalom Choir, directed by Arthur Fiedler, with the composer as speaker, 5-5:30 p.m.

● MARCH 17: The Linnets Chorus of men's voices of Notre Dame University, directed by Orville R. Foster, sang a group of Irish songs, 4:45-5 p.m.

● MARCH 25: The *a cappella* choir of Beaver College, Jenkintown, Pa., composed of 25 girls directed by Ruth Bampton, gave a recital, 1-1:30 p.m.

The glee club of 100 students of St. Elizabeth College, New Rochelle, under the direction of Frederick Joslyn and accompanied by Axelina McKinlay, presented a variety of chorals, 3:30-4 p.m.

● MARCH 31: The Evansville College *a cappella* choir broadcast from Evansville, Indiana, 4:45-5 p.m.

THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

Administrative Offices: 435 Madison Avenue, New York • 1622 Chestnut Street, Philadelphia
110 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • 817 Earle Building,
Washington • Columbia Square, Hollywood • Palace Hotel, San Francisco



...only exclusively on CBS from Church & Downs and the Derby (above) to leading Belmont Park events (see page 31)

CBS PROGRAM BOOK • MAY, 1939



MAY, 1939

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
33 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 24

WABC SPONSORED PROGRAMS: pp. 25 & 26

CBS SUSTAINING PROGRAMS: pp. 27 to 47

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

INDEX: COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:
Plymouth, Dodge, DeSoto.
Chrysler motor cars Page 5

FORD MOTOR COMPANY:
Ford, Lincoln, Lincoln Zephyr.
Mercury Page 9

UNITED STATES RUBBER COMPANY:
Tires and Rubber Products . . . Page 23

● CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes,
Half & Half Smoking Tobacco,
Roi-Tan Cigars Page 3

BROWN & WILLIAMSON TOBACCO CORP.:
Wings Cigarettes Page 5

LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes Page 17

P. LORILLARD COMPANY:
Old Gold Cigarettes Page 17

PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes Page 19

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
Prince Albert Tobacco Page 21

U. S. TOBACCO COMPANY:
Dill's Best,
Model Smoking Tobacco Page 23

● CONFECTIONERY

EUCLID CANDY COMPANY:
Candy Bars Page 9

WM. WRIGLEY JR. COMPANY:
Wrigley's Doublemint Gum,
Wrigley's Spearmint Gum Page 23

● DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics . Page 3

ANACIN COMPANY:
Anacin Page 3

BAYER COMPANY:
Bayer Aspirin Page 3

A. S. BOYLE COMPANY:
Hill's Nose Drops Page 3

CAMPANA SALES COMPANY:
Italian Balm, Dreskin,
Coolies, D.D.D. Page 5

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
Colgate Dental Cream,
Colgate Tooth Powder,
Palmolive Soap,
Palmolive Shave Cream,
Palmolive Brushless Shave . . . Page 7

DUART MANUFACTURING COMPANY:
"Creme of Milk" Face Cream,
Lotion, Lipstick, Cosmetics . . . Page 9

INTERNATIONAL CELLUCOTTON
PRODUCTS CO.:
Kleenex Page 13

KOLYNOS COMPANY:
Kolynos Toothpaste Page 15

LADY ESTHER COMPANY:
Cosmetics Page 15

THE LAMBERT COMPANY:
Listerine Products,
Prophylactic Brushes Page 15

LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lux Toilet Soap Pages 15 and 17
Lifebuoy Page 15

MCKESSON & ROBBINS, INC.:
Calox Toothpowder,
Solidified Albolene Page 17

NOXZEMA CHEMICAL COMPANY:
Noxzema Page 17

THE PROCTER & GAMBLE COMPANY:
(See also Laundry Soaps; Foods)
Ivory Soap, Drene, Teel . Pages 19 and 21

● **FOODS & BEVERAGES**

CAMPBELL SOUP COMPANY:
Campbell's Soups,
Beans, and Tomato Juice Page 5

CALAVO CROWERS OF CALIFORNIA:
Calavos Page 5

CONTINENTAL BAKING COMPANY, INC.:
Wonder Bread, Hostess Cake . . . Page 7

GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
Calumet Baking Powder, Diamond Crystal
Salt, Jell-O Ice Cream, Post Toasties,
Postum, Sanka Coffee, Swans Down
Cake Flour Pages 9 and 11

HAWAIIAN PINEAPPLE COMPANY:
"Dole" Pineapple,
"Dole" Pineapple Juice Page 13

GEO. A. HORMEL & COMPANY:
Hormel Soups and Food Products . Page 13

KELLOGG COMPANY:
Kellogg's Corn Flakes Page 13

KNOX GELATINE COMPANY, INC.:
Knox Sparkling Gelatine Page 15

LEVER BROTHERS COMPANY:
(See also Drugs; Laundry Soaps)
Spry Pages 15 and 17

NEHI CORPORATION:
Royal Crown Cola Page 17

PET MILK SALES CORPORATION:
Pet Evaporated Milk Page 19

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Laundry Soaps)
Crisco Pages 19 and 21

S AND W FINE FOODS, INC.:
Food products Page 21

SEALTEST, INC.:
Sealtest System of Laboratory Control
of Milk and Ice Cream Page 21

● **LAUNDRY SOAPS & ACCESSORIES**

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Drugs & Toilet Goods)
Concentrated Super Suds Page 7

THE CUDAHY PACKING COMPANY:
Old Dutch Cleanser Page 7

GENERAL FOODS CORPORATION:
(See also Foods)
La France, Satina Page 11

GRIFFIN MANUFACTURING COMPANY, INC.
Griffin Shoe Polishes, Waxes, Whites
and Dyes Page 11

LEVER BROTHERS COMPANY:
(See also Drugs; Foods)
Lux Flakes, Rinso Pages 15 and 17

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Foods)
Chipso, Ivory, Oxydol . . . Pages 19 and 21

● **LUBRICANTS**

AMERICAN OIL COMPANY:
Amoco-Gas, Orange American Gas Page 3

ETHYL GASOLINE COMPANY:
"Ethyl" Gasoline Page 9

GULF OIL CORPORATION:
Motor Oil and Gas Page 11

THE PURE OIL COMPANY:
Petroleum products Page 21

RIO GRANDE OIL INC.:
Petroleum products Page 21

THE TEXAS COMPANY:
"Texaco" products Page 23

● **MISCELLANEOUS**

**E. I. DU PONT DE NEMOURS
& COMPANY:**
Institutional Advertising Page 9

HOLLAND FURNACE COMPANY:
Holland Heating and Air-Conditioning
Equipment Page 13

HOUSEHOLD FINANCE CORPORATION:
Personal Loan Service Page 13

INTERNATIONAL SILVER COMPANY:
1847 Rogers Bros. Silver Page 13

OLD TRUSTY DOG FOOD COMPANY:
Old Trusty Dog Food Page 17

PERSONAL FINANCE COMPANY:
Personal Loan Service Page 19

TWENTIETH CENTURY FOX FILM CORP.:
"Rose of Washington Square" . . Page 23

WILMINGTON TRANSPORTATION COMPANY:
Santa Catalina Island Summer
Resort Page 23

All time listed on the following pages is current New York time unless otherwise indicated.

CBS SPONSORED PROGRAMS

COMPANY	PROGRAMS
AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cosm
AMERICAN OIL COMPANY	Amoco-Gas Orange American Gas
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobac Roi-Tan Cigars
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin

PROGRAM	TIME	ORIGINATION	WEEKS
The Romance of Helen Trent <i>Serial drama</i> (also A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30-12:45 p.m. ORIGINATES: WRBM	Blackett-Sample-Hummert, Inc.	282 Weeks
The Human Side of the News, Edwin C. Hill (starts May 1st)	Mon. thru Fri. 6:05-6:15 p.m. ORIGINATES: WARC <i>Rebroadcast</i> 11:05-11:15 p.m.	The Joseph Katz Company	39 Weeks
The Four Hit Parade Mark Warnow's Orchestra, Benny Ross, Raymond Scott's Sextet, Kay Lorraine and the Rag Smiths <i>Popular music and vocalists</i>	Saturday 10:00-10:45 p.m. ORIGINATES: WARC	Lord & Thomas	157 Weeks
The Bernie and All the Lads Bob Leach <i>Music and comedy</i>	Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 12 mid. 12:30 a.m. ORIGINATES: WABC	Young & Rubicam, Inc.	
The Sophie Tucker and Her Show <i>Variety</i>	Mon., Wed., Fri. thru May 5th only 6:45-7:00 p.m. <i>Rebroadcast</i> 12:30-12:45 a.m. ORIGINATES: WABC	Lord & Thomas	
The Gal, Sunday <i>Serial drama</i> (also KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	118 Weeks
The Second Husband Helen Menken, presented the Famous Actors' Guild <i>Dramatic</i>	Tuesday 7:30-8:00 p.m. ORIGINATES: WARC	Blackett-Sample-Hummert, Inc.	399 Weeks

figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
A. S. BOYLE COMPANY	Hill's Nose Drops
BROWN & WILLIAMSON TOBACCO CORPORATION	Wings Cigarettes
CALAVO GROWERS OF CALIFORNIA	Calavos
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler

† Columbia Pacific Network Only

PROGRAM	TIME	ORIGINATOR	QUANTITY*
Romance of Helen Trent <i>serial drama</i> (also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30-12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	207 Weeks
8, Views and Sport Views by Hughes	†Sun., Mon., Wed. and Friday 8:30-8:45 p.m. PST ORIGINATES: KNX	Russell M. Seeds Co., Inc.	31 Weeks
Teacher Wiley <i>views and features</i>	†Thursday 12:45-1:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	17 Weeks
at Nighter by Barbara Luddy and Tremayne <i>Drama at the "Little Theater of Times Square"</i>	Friday 8:00-8:30 p.m. ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	66 Weeks
mpbell Playhouse by Don Welles, director; guest stars <i>Dramatizations</i>	Friday 9:00-10:00 p.m. ORIGINATES: WABC	Ward Wheelock Company	230 Weeks
ios 'n' Andy <i>comedy</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. ORIGINATES: KNX		
Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	165 Weeks

* figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream
	Palmolive Shave Cream Palmolive Brushless Shave
	Concentrated Super Suds
	Palmolive Soap
	Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY COMPANY	Old Dutch Cleanser

PROGRAM	TIME	AGENCY	ON CBS*
Colgate Ask-It Basket Jim McWilliams, MC <i>Questions and answers</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	106 Weeks
Crime Busters <i>Police-file dramatizations</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC		164 Weeks
Myrt and Marge <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. ORIGINATES: WABC		165 Weeks
Milltop House Starring Bess Johnson <i>Dramatic serial</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. ORIGINATES: WABC		168 Weeks
Stepmother <i>Dramatic serial</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	106 Weeks
Letty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	215 Weeks
Chancellor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. ORIGINATES: WBBM	Roche, Williams & Cunningham, Inc.	227 Weeks

*The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

<p>DUART MANUFACTURING COMPANY</p>	<p>"Creme of Milk" Face Cream Lotion, Lipstick, Cosmetics</p>
<p>E. I. DU PONT DE NEMOURS & COMPANY</p>	<p>Institutional Advertising</p>
<p>ETHYL GASOLINE CORP.</p>	<p>"Ethyl" Gasoline</p>
<p>EUCLID CANDY COMPANY OF CALIFORNIA, INC.</p>	<p>Candy Bars</p>
<p>FORD MOTOR COMPANY</p>	<p>Ford Lincoln Lincoln Zephyr Mercury</p>
<p>GENERAL FOODS CORPORATION</p>	<p>Sanka Coffee Jell-O Ice Cream <i>(Beginning May 23rd)</i></p>

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS*
Problem Clinic	†Sunday 1:30-2:00 p.m. PST ORIGINATES: KSFO	Erwin, Wasey & Co.	16 Weeks
Parade of America Thomas Chalmers, narrator; Paul Ruysdael, commentator; Van Voorhees' Orchestra and dramatic cast	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	164 Weeks
One-Up Time Featuring Walter O'Keefe. Andre Kostelanetz's Orchestra, Mary Thompson's Rhythm Singers and guest stars <i>Musical variety</i>	Thursday 10:00-10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	16 Weeks
Ballad Ballot Box with Knox Manning	†Monday 9:30-9:45 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	76 Weeks
Sunday Evening Hour Boston Symphony Orchestra and Chorus, Fritz Reiner*, con- ductor. <i>Guest Soloists:</i> MAY 7: Jascha Heifetz MAY 14: Greenfield Village Chorus MAY 21: Kirsten Flagstad MAY 28: Alec Templeton <i>With talks by W. J. Cameron</i> Beginning May 21, John Barbirolli is conductor	Sunday 9:00-10:00 p.m. ORIGINATES: WJR	N. W. Ayer & Son, Inc.	266 Weeks
Meet the People with Gabriel Heatter, Harry von Zell and Guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. ORIGINATES: WARC	Young & Rubicam, Inc.	219 Weeks

*The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

<p>GENERAL FOODS CORPORATION <i>Continued</i></p>	<p>Post Toasties</p> <p>Calumet Baking Powder Swans Down Cake Flour</p> <p>La France Satina</p> <p>Diamond Crystal Salt</p> <p>Postum</p>
<p>GRIFFIN MANUFACTURING COMPANY, INC.</p>	<p>Griffin Shoe Polishes, Waxes Whites and Dyes</p>
<p>GULF OIL CORPORATION</p>	<p>Motor Oil and Gas</p>

PROGRAM	TIME	AGENCY	WEEKS
Steve E. Brown with Frank Gill and Bill Demling, comedians, Paula Winslow, Margaret McCrae, vocalist and Harry Sosnik's Orchestra <i>Comedy and music</i>	Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: KNX	Benton & Bowles, Inc.	219 Weeks
Steve Smith Hour with Abbott and Costello, comedians; "The Aldrich Family," comedy troupe, Ted Straeter Choir, Jack Miller's Orchestra and guest stars <i>Variety show</i>	Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 12 mid.-1:00 a.m. ORIGINATES: WABC	Young & Rubicam, Inc.	
Mary Margaret McBride <i>Radio columnist</i>	Mon., Wed., Fri. 12:00-12:15 p.m. <i>Rebroadcast</i> 5:30-5:45 p.m. ORIGINATES: WABC		
Steve Smith—Noonday Chats <i>News and features</i>	Tues., Thurs., Sat. 12:00-12:15 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	
Tom and Abner <i>Comedy sketches</i>	Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	
Time to Shine, with Hal Kemp's Orchestra and Guests <i>Variety</i> (starts May 2nd)	Tuesday 10:00-10:30 p.m. ORIGINATES: WABC	Birmingham, Castleman & Pierce, Inc.	26 Weeks
Hollywood Guild with screen stars as guests, and Oscar Bradley's Orchestra <i>Variety and drama</i>	Sunday 7:30-8:00 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	273 Weeks

The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
GEORGE A. HORMEL & COMPANY	Hormel Soups and other Food Products
HOLLAND FURNACE COMPANY	Holland Heating and Air- Conditioning Equipment
HOUSEHOLD FINANCE CORPORATION	Personal Loan Service
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
INTERNATIONAL SILVER COMPANY	1847 Rogers Bros. Wm. Rogers & Son
KELLOGG COMPANY	Kellogg's Corn Flakes

PROGRAM	TIME	AGENCY	ON AIR
Honolulu Bound Featuring Phil Baker, "Bottle", the Andrews Sisters, and Harry Lester's Orchestra <i>Comedy, musical</i>	Saturday 9:00-9:30 p.m. <i>Rebroadcast</i> 10:45-11:15 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	16 Weeks
Melody and Romance with Eddie Dunstedter and Mary & Harvey"	Mon., Wed., Fri. 11:00-11:15 a.m. ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	89 Weeks
The Holland Tulip Festival, Holland, Michigan <i>Annual on-the-scene broadcast</i>	Saturday, May 13th 2:00-2:30 p.m. ORIGINATES: WBBM	Ruthrauff & Ryan, Inc.—Chicago	May 13th Only
Can Be Done with Edgar A. Guest, poet-philosopher, presenting dramatized lives of notorious guests <i>Poetry and drama</i>	Wednesday 10:30-11:00 p.m. ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	70 Weeks
For Honor, Nancy James starring Barbara Weeks and Ed Wever <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. ORIGINATES: WABC	Lord & Thomas	96 Weeks
Ever Theater with Conrad Nagel, narrator-director, and guest stars of stage and screen <i>Dramatic</i>	Sunday 6:00-6:30 p.m. ORIGINATES: KNX MAY 21 AND 28: WABC	Young & Rubicam, Inc.	79 Weeks
Howie Wing <i>Aviation Adventure</i>	Mon. thru Fri. 6:15-6:30 p.m. <i>Rebroadcast</i> 8:15-8:30 p.m. Fri., 8:30-8:45 p.m. ORIGINATES: WABC	J. Walter Thompson Company	54 Weeks

The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

KNOX GELATINE COMPANY, INC.	Knox Sparkling Gelatine
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap
	Rinso
	Lifebuoy
	Rinso
	Spry

†Columbia Pacific Network Only

letcher Wiley <i>(See also ANACIN COMPANY)</i>	†Friday 2:00-2:15 p.m. PST ORIGINATES: KNX	Kenyon & Eckhardt, Inc.	40 Weeks
Mr Gal, Sunday <i>Serial drama</i>	Thurs. and Fri 12:45-1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	385 Weeks
Ray Lombardo and His Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. ORIGINATES: WABC	Pedlar & Ryan, Inc.	282 Weeks
Grand Central Station <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. ORIGINATES: WABC	Lambert & Feasley, Inc.	96 Weeks
The Lux Radio Theatre <i>With stars of stage and screen</i> <i>Drama; Cecil B. DeMille, director</i>	Monday 9:00-10:00 p.m. ORIGINATES: KNX	J. Walter Thompson Company	180 Weeks
Big Town <i>Starring Edward G. Robinson</i> <i>With Claire Trevor</i> <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 a.m. ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	145 Weeks
Dick Powell <i>With Martha Raye, Parkyakarkus,</i> <i>and Gluskin's Orchestra. Guest Stars</i> <i>Comedy and music</i>	Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: KNX		145 Weeks
Big Sister <i>With Alice Frost and Martin Gabel</i> <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. ORIGINATES: WABC		138 Weeks
Count Jenny's Real Life Stories <i>Dramatic</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. ORIGINATES: WABC		120 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

LEVER BROTHERS COMPANY <i>Continued</i>	Lux Flakes Lux Toilet Soap
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
P. LORILLARD COMPANY	Old Gold Cigarettes
McKESSON & ROBBINS, INC.	Calox Toothpaste Solidified Albolene
NEHI CORPORATION	Royal Crown Cola
NOXZEMA CHEMICAL COMPANY	Noxzema
OLD TRUSTY DOG FOOD COMPANY	Old Trusty Dog Food

††Columbia New England Network O

PROGRAM	TIME	CLIENT	WEEKS
The Life and Love of Dr. Susan <i>Dramatic</i>	Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 5:15-5:30 p.m. ORIGINATES: WABC	J. Walter Thompson Co.	12 Weeks
Paul Whiteman and his Orchestra, with Joan Edwards, and The Modernaires <i>Musical Variety</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	329 Weeks
Turns and Allen with Frank Parker, Ray Noble's Orchestra and Paul Douglas <i>Comedy and music</i>	Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. ORIGINATES: WABC		
Melody and Madness with Robert Benchley and Artie Shaw's Orchestra <i>Variety</i>	Sunday, May 7th and 14th only 10:00-10:30 p.m. ORIGINATES: KNX	Lennen & Mitchell, Inc.	234 Weeks
Rayce Jordan, Girl Interne <i>Serial drama</i>	Mon. thru Fri. 9:30-9:45 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	79 Weeks
Believe It or Not Ripley <i>Music and variety</i>	Friday 10:30-11:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	6 Weeks
Professor Quiz with Bob Trout <i>Questions and answers</i>	Saturday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	52 Weeks
Must Dogs <i>Dramatic</i>	††Sunday 5:15-5:30 p.m. ORIGINATES: WEEI	H. B. Humphrey Company	4 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

PERSONAL FINANCE COMPANY	Personal Loan Service
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes
THE PROCTER & GAMBLE COMPANY	Teel Drene Oxydol Ivory Chipso Crisco

PROGRAM	TIME	AGENCY	WEEKS
Doc Barclay's Daughters <i>Serial drama</i>	Mon. thru Fri. 2:00-2:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	78 Weeks
Saturday Night Serenade Mary Eastman, soprano; Bill Perry, baritone and Gustav Haenschen's Orchestra and Chorus <i>Musical</i>	Saturday 9:30-10:00 p.m. ORIGINATES: WABC	Gardner Advertising Company	287 Weeks
Mary Lee Taylor Home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. ORIGINATES: KMOX		
Johnny Presents Johnny Green's Orchestra, Drama- tized Short Stories, Floyd Sherman, Roger Kinney, Genevieve Rowe, "Beverly", Glenn Cross, Ray Bloch's Singing 14 <i>Variety and dramatic interludes</i>	Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. ORIGINATES: WABC	The Biow Company, Inc.	138 Weeks
Nickerbocker Playhouse, with Elliott Lewis and Guest Stars <i>Dramatic</i> (Starts May 21st)	Sunday 10:00-10:30 p.m. ORIGINATES: WBBM	H. W. Kastor & Sons	231 Weeks
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
Life Can Be Beautiful <i>Serial drama</i>	1:15-1:30 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Road of Life <i>Serial drama</i>	1:30-1:45 p.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
This Day Is Ours <i>Serial drama</i>	1:45-2:00 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	

* The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

<p>THE PROCTER & GAMBLE COMPANY <i>Continued</i></p>	<p>Drene</p> <p>Chipso</p>
<p>THE PURE OIL COMPANY</p>	<p>Petroleum Products</p>
<p>R. J. REYNOLDS TOBACCO COMPANY</p>	<p>Camel Cigarettes Prince Albert Smoking Tobacco</p>
<p>RIO GRANDE OIL, INC.</p>	<p>Petroleum Products</p>
<p>S AND W FINE FOODS, INC.</p>	<p>S & W Coffee S & W Canned Goods</p>
<p>SEALTEST, INC.</p>	<p>Sealtest System of Laboratory Control of Milk and Ice Cream</p>

†Columbia Pacific Network Only

Annme Fidler <i>Hollywood news reporter</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. ORIGINATES: KNX	H. W. Kastor & Sons	231 Weeks
Manhattan Mother <i>Serial drama</i>	Mon. thru Fri. 9:15-9:30 a.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
Altenborn Edits the News <i>News Analysis</i>	Sun. and Tues. 10:30-10:45 p.m. ORIGINATES: WABC	Leo Burnett Company, Inc.	1 Week
Reddie Cantor's Camel Caravan with Bert Gordon, Sid Fields, Art Parks and Edgar Fairchild's Orchestra <i>Comedy and music</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. ORIGINATES: WABC	William Esty & Company, Inc.	305 Weeks
Tommy Goodman's Orchestra with Johnny Mercer, singer <i>Music and guests</i>	Tuesday 9:30-10:00 p.m. ORIGINATES: WABC		
Rolling All Cars <i>Police file dramatizations</i>	†Monday 9:00-9:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	283 Weeks
Want A Divoree <i>Dramatic</i>	†Friday 9:00-9:15 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	29 Weeks
Our Family and Mine <i>Drama</i>	Mon. thru Fri. 2:30-2:45 p.m. ORIGINATES: WABC	McKee & Albright, Inc.	Starts May 1st

* figures indicate the total number of weeks
which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
THE TEXAS COMPANY	"Texaco" Products
TWENTIETH CENTURY FOX FILM CORPORATION	Twentieth Century Fox Film "Rose of Washington Square"
UNITED STATES RUBBER COMPANY	Tires and Rubber Products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WILMINGTON TRANSPORTATION COMPANY	Santa Catalina Island Summer Resort
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum Wrigley's Spearmint Gum

†Columbia Pacific Network Only.
 ††Columbia California Network Only.

PROGRAM	TIME	AGENCY	ON AIR
Texaco Star Theater with Murray, MC; Frances Langford, and Sparks, Kenny Baker, Texaco Or Chorus, Jimmy Wallington, and Broekman's Orchestra <i>Musical, variety, dramatic</i>	Wednesday 9:00-10:00 p.m. ORIGINATES: KNX	Buchanan & Company, Inc.	108 Weeks
Kentucky Derby Reported by Bryan Field. and Husing and Mel Allen <i>65th running of the turf classic</i>	Saturday, May 6th 6:15-6:45 p.m. ORIGINATES: WTHS	Kayton-Spiero Company, Inc.	May 6th Only
Raymond Paige, 3 Men and a Girl <i>Musical</i>	Wednesday 10:00-10:30 p.m. ORIGINATES: WABC	Campbell-Ewald Company of New York, Inc.	39 Weeks
Model Minstrels with Tom Howard and George Melton, the Eton Boys and the Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast 11:30-12 mid.</i> ORIGINATES: WABC	Arthur Kudner, Inc.	205 Weeks
Catalina Islander, with Gary Breckner <i>Man-on-street interviews</i>	†Mon. thru Fri. 2:15-2:30 p.m. PST	Neisser-Meyerhoff, Inc.	Starts May 22nd
Gateway to Hollywood <i>Motion-picture talent quest</i>	Sunday 6:30-7:00 p.m. ORIGINATES: KNX	Fraunce Hooper Advertising Agency	262 Weeks
Cattergood Baines <i>Serial drama</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast 5:00-5:15 p.m.</i> ORIGINATES: WBBM	Neisser-Meyerhoff, Inc.	

The figures indicate the total number of weeks
in which the client has used CBS facilities.

WABU SPONSORED PROGRAMS

GENERAL MILLS, INC. PROCTER & GAMBLE COMPANY SOCONY-VACUUM OIL COMPANY	Wheaties Ivory Mobiloil and Mobilgas
BOSCO COMPANY	Bosco (Milk Amplifier)
BROWN & WILLIAMSON TOBACCO CORPORATION	Tobacco Products
BULOVA WATCH COMPANY	Bulova Watches
DUNN & McCARTHY, INC.	Enna-Jettick Shoes
FRIGIDAIRE CORPORATION	Electric Refrigerators
GORDON BAKING COMPANY	Silvercup Bread
HORN & HARDART COMPANY	Automat Restaurants
LIGGETT DRUG COMPANY, INC.	Fountain Service
MELVILLE SHOE COMPANY	Thom McAn Shoes
PACKERS TAR SOAP, INC.	Packers Tar Soap Packers Scalptone
PETER PAUL, INC.	Mounds Candy Bars

Home games of New York Yankees and New York Giants <i>Play-by-play description by Arch McDonald</i>	Approx. 3:10–5:15 p.m.	Knox-Reeves, Inc. Compton Advertising, Inc. J. Stirling Getchell	2 Weeks
News Program	Mon. thru Sat. 6:00–6:05 p.m.	Kenyon & Eckhardt, Inc.	13 Weeks
Sport Review	Mon., Wed., Fri. 6:30–6:45 p.m.	Russell M. Seeds Company	4 Weeks
Time Signals	Mon. thru Sun. 10 Times daily	The Biow Company	504 Weeks
'We're Steppin' Along Lawrence Parker, MC; Jimmy Shields, MC; Ed Smalle's "Enna-Jettick Men" and D'Artega's Orchestra	Saturday 9:30–10:00 p.m.	Marschalk & Pratt, Inc.	11 Weeks
Magidaire Melody Time	Mon., Wed., Fri. 8:45–9:00 a.m.	Lord & Thomas	7 Weeks
Recording to Hoyt <i>Baseball previews with Waite Hoyt</i>	Mon. thru Fri. 3:00–3:10 p.m.	N. W. Ayer & Son, Inc.	2 Weeks
Children's Hour	Sunday 10:30–11:30 a.m.	The Clements Company	421 Weeks
The Morning Almanac, featuring Phil Cook	Mon., Wed., Fri. 7:30–7:45 a.m.	Neff-Rogow, Inc.	16 Weeks
Early Morning News	Mon. thru Sat. 7:45–8:00 a.m.	Neff-Rogow, Inc.	22 Weeks
Trackers Sports Review	Tues., Thurs., Sat. 6:30–6:45 p.m.	Stack-Goble Agency	10 Weeks
The Odd Side of the News	Tues., Thurs., Sat. 8:00–8:05 a.m.	Platt-Forbes, Inc.	24 Weeks

The figures indicate the total number of weeks which the client has used WABC facilities.

CBS SUSTAINING PROGRAMS

The programs "By COLUMBIA" for May are planned within a triple frame of *Interest*, *Timeliness*, and *Balance*. This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these nine classifications:

1. PUBLIC AFFAIRS Page 28
2. SPECIAL EVENTS Page 31
3. EDUCATIONAL PROGRAMS Page 32
4. DRAMATIC SERIES Page 36
5. SERIOUS MUSIC Page 37
6. CHILDREN'S PROGRAMS Page 40
7. RELIGIOUS BROADCASTS Page 41
8. PERSONALITIES Page 43
9. LIGHT MUSIC Page 43
- ADDENDA: APRIL PROGRAMS Page 45

**PUBLIC
AFFAIRS**

PROGRAM TITLE	DESCRIPTION
<p>Merle Thorpe 10:45-11:00 p.m. TUESDAY, MAY 2</p>	<p>Merle Thorpe, editor of <i>Nation's Business</i>, speaks during the 27th annual meeting of the Chamber of Commerce, held in Washington.</p>
<p>Mrs. Roosevelt 10:45-11:00 p.m. THURSDAY, MAY 4 AND 18</p>	<p>Mrs. Franklin D. Roosevelt is heard twice during May, first discussing "Pioneer Youth and the Union," on the 15th anniversary of the Pioneer Youth of America, and two weeks later speaking under the auspices of the Alliance for the Guidance of Rural Youth and the Welfare Council of New York City.</p>
<p>Josef Beck 6:00-8:00 a.m. FRIDAY, MAY 5</p>	<p>CBS broadcasts Poland's answer to the German demands, voiced by Foreign Minister Josef Beck to the Polish Sejm (Parliament).</p>
<p>The King and Queen of England Various hours MAY 6 THRU 30</p>	<p>The historic visit of King George VI and Queen Elizabeth of England to Canada and the United States is covered in its entirety by Columbia, beginning with their Majesties' departure from Portsmouth, England, and continuing with an on-the-scene report of their progress through Canada by Bob Trout, Columbia's public affairs reporter. The schedule: MAY 13 AND 14: St. Lawrence River. MAY 15: Quebec. MAY 18: Ottawa. MAY 22: Woodbine Park, Toronto. MAY 24: Winnipeg. MAY 30: Victoria, B. C.</p>
<p>Dr. C. S. Marsh 5:00-5:15 p.m. SATURDAY, MAY 6</p>	<p>Dr. C. S. Marsh, vice-president of the American Council on Education, discusses the Council's program, from the 22nd annual meeting, held at the Mayflower Hotel, Washington, D.C.</p>

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAMS AND TIMES	DESCRIPTION
<p>President Roosevelt MAY 10, 10:45-11 p.m. MAY 22, 10:30-11 p.m.</p>	<p>The President takes to the air twice, first in a special message dedicating the new Museum of Modern Art building in New York, and then in an address before the American Retail Federation, in the banquet hall of the Mayflower Hotel, Washington, where he is introduced by Louis Kirstein, chairman.</p>
<p>Senator Bridges 5:30-5:45 p.m. THURSDAY, MAY 11</p>	<p>Senator Henry Styles Bridges (R) of New Hampshire suggests "Co-operating for Recovery" in connection with the conference of the National Association of Mutual Savings Banks.</p>
<p>Postmaster General Farley 10:45-11:00 p.m. THURSDAY, MAY 11</p>	<p>Postmaster General James A. Farley gives his views on "Women's Part in Politics" to the Democratic Women's Conference held in Columbus, Ohio.</p>
<p>Moral Rearmament Conference 5:15-5:30 p.m. SUNDAY, MAY 14</p>	<p>Henry W. (Bunny) Austin, noted British Davis Cup tennis star, is among those speaking at the Moral Rearmament Conference, held at Madison Square Garden.</p>
<p>Howard Hunter 10:45-11:00 p.m. SUNDAY, MAY 14</p>	<p>Howard Hunter, Deputy WPA Administrator, speaks from Washington of the current situation in the Works Progress Administration.</p>
<p>Senator Barkley 10:45-11:00 p.m. TUESDAY, MAY 23</p>	<p>Senator Alben Barkley (D) of Kentucky addresses the Women's division of the Democratic National Committee, Winston-Salem, N. C.</p>

**PUBLIC
AFFAIRS**

PROGRAM	DESCRIPTION
<p>Institute Leadership 6:30-7:00 p.m. THURSDAY, MAY 25</p>	<p>CBS presents speakers from the prominent women throughout the United States who gather at the Hotel Commodore, New York, for the Congress of the Committee on International Affairs of the Institute Leadership.</p>
<p>Foundations of Democracy 6:30-7:00 p.m. EACH TUESDAY</p>	<p>Senator Robert A. Taft (R) of Ohio and Representative T. V. Smith (D) of Illinois discuss economic and social questions each week, to demonstrate "the democratic method of mutual criticism and controversy." The May schedule: MAY 2: "The American Farmer—Citizen or Peasant?" MAY 9: "Path to Recovery—Thrift or Spending?" MAY 16: "Forward America—Which Way and What Speed?"</p>
<p>The World Today 5:00-5:30 p.m. EACH SUNDAY</p>	<p>The chief news centers of the world are hooked up by the Columbia Network each Sunday and CBS representatives—Edward Murrow in London, William L. Shirer in Central Europe, Thomas Grandin in Paris and Albert Warner in Washington—report the latest news developments in "The World Today."</p>
<p>"Today" with Bob Trout MONDAY, WEDNESDAY, THURSDAY, FRIDAY, 6:30-6:45 p.m.</p>	<p>Bob Trout, Columbia's ace reporter, tells the story of what's going on in the world "Today," in four news broadcasts each week.</p>
<p>Capital Opinions 10:45-11:00 p.m. EACH SUNDAY</p>	<p>Members of Congress and government officials participate in these discussions of problems of national interest. The programs originate at WJSV, Columbia's station in Washington.</p>

CBS SUSTAINING PROGRAMS

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p>Kentucky Derby Previews Various hours MAY 2, 4, 5 AND 6</p>	<p>From the CBS booth at Churchill Downs, Bryan Field describes the trial runnings of the 65th annual running of America's top classic, the Kentucky Derby (see page 2). The preview broadcast schedule:</p> <p>MAY 2: 5:45-6:00 p.m. MAY 4: 2:45-3:00 p.m. MAY 5: 5:30-5:45 p.m. MAY 6: 5:15-5:30 p.m.</p>
<p>Belmont Park 4:15-4:45 p.m. MAY 11, 18, 20, 27 AND 30</p>	<p>Columbia's exclusive coverage of New York Racing Association events includes this month the following races at Belmont Park, reported by CBS turf expert Bryan Field:</p> <p>MAY 11: The Toboggan Handicap. MAY 18: The Acorn. MAY 20: Metropolitan Handicap. MAY 27: The Withers. MAY 30: The Suburban.</p>
<p>Memphis Cotton Carnival 12:30-1:00 a.m. THURSDAY, MAY 11</p>	<p>The King and Queen of Cotton and their court face CBS microphones at the traditional Memphis Cotton Carnival ball in Ellis Municipal Auditorium. Tommy Dorsey's orchestra provides the music.</p>
<p>Indianapolis Speedway MAY 20 AND 27, 4:00-4:15 p.m. MAY 30, 12 Noon AND 4 p.m.</p>	<p>Two preview broadcasts from the Indianapolis Speedway on May 20 and 27 prepare for Columbia's coverage of the 500-mile classic which starts at noon on May 30 and ends approximately at 1:23 p.m.</p>

**EDUCATIONAL
PROGRAMS**

**CBS ADULT
EDUCATION BOARD**

The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman	SPENCER MILLER, JR.
STRINGFELLOW BARR	RUTH BRYAN ROHDE
WILLIAM BENTON	THOMAS V. SMITH
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT
ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

Americans at Work

7:00-7:30 p.m.
EACH SATURDAY

Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and workshops throughout the land. The May schedule:

MAY 6: Road Builder.
MAY 13: Radio Set Builder.
MAY 20: Secretary.
MAY 27: Special Events Radio Man.

The People's Platform

7:00-7:30 p.m.
EACH SUNDAY

Columbia presents a novel series in which four typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinner, during which solutions to current problems are sought through an exchange of ideas.

MAY 7: "Will the 30-Hour Week Solve Unemployment?" *Speakers:* Assemblyman Robert H. Wagner, Jr.; Miss Lucy Goldsmith, business woman; Harry Van Arsdale, Jr., Electric Workers Local Union No. 3; and George H. Huston, National Association of Manufacturers.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

Democracy in Action

2:00-2:30 p.m.

EACH SUNDAY

BEGINNING MAY 14

This is a new series of 26 programs designed to show the people of the United States how their government operates. The series is presented by CBS in cooperation with the U. S. Office of Education.

MAY 14: Transportation and Communication—"O'er Land and Sea".

MAY 21: Internal Protection—"Serving Americans".

MAY 28: Foreign Relations—"World Affairs".

Adventures in Science

5:45-6:00 p.m.

EACH MONDAY

Watson Davis interviews prominent scientists on these programs presented in cooperation with Science Service, Inc.

MAY 1: Dr. Peter Goldmark, CBS director of television engineering, reports on new television developments and demonstrates a synthetic reverberating device.

MAY 8: Dr. William C. Sandy, president-elect of the Psychiatric Association, discusses mental health.

MAY 15: Dr. Rock Sleyster, president of the American Medical Association, talks from an annual convention in St. Louis.

MAY 22: Dr. Vincenzo Petruccio, archaeologist, discusses the Works Progress Administration: "America Unearths its Past."

MAY 29: Dr. A. Allen Bates, Westinghouse Electric and Manufacturing Company, discusses metallurgy.

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>Highways to Health 5:30-5:45 p.m. EACH TUESDAY EXCEPT MAY 2 4:45-5:00 p.m. MONDAY, MAY 15</p>	<p>The New York Academy of Medicine arranges these medical talks for the layman. Dr. Iago Galdston, executive secretary of the Medical Information Bureau, is in charge.</p> <p>MAY 2: Dr. Samuel Weiss, clinical professor of gastroenterology, Polyclinic Medical School: "Chronic Indigestion" (4:00-4:15 p.m.).</p> <p>MAY 9: Dr. Arthur J. Bedell, attending ophthalmologist, St. Peter's Child's Hospital, Albany: "The Use of Drops in Eye Examinations."</p> <p>MAY 15: Dr. John Caffey, associate professor of diseases of children, College of Physicians and Surgeons, Columbia University: "Sudden Death and the Thymus."</p> <p>MAY 16: Dr. Iago Galdston: "Radio in the Service of Health."</p> <p>MAY 23: Dr. Smiley Blanton, assistant professor of psychiatry, Cornell Medical School: "Adolescence Management from Mental and Psychic Standpoint."</p> <p>MAY 30: Dr. Hugh Chaplin, clinical professor, Department of Pediatrics, New York University College of Medicine: "The Care of the Premature Infant."</p>
<p>Men Behind the Stars 5:45-6:00 p.m. EACH FRIDAY</p>	<p>The lives and discoveries of astronomers throughout the ages are dramatized in this series, presented by Prof. William H. Barton, Jr. of the Hayden Planetarium, and Hans Christian Adamson of the American Museum.</p> <p>MAY 5: Draco, the Dragon.</p> <p>MAY 12: Hercules.</p> <p>MAY 19: Scorpio.</p> <p>MAY 26: Cipehus.</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

Of Men and Books

5:15-5:30 p.m.

EACH WEDNESDAY

Current books and authors are discussed by Professor John T. Frederick of the Medill School of Journalism at Northwestern University.

MAY 3: "My Memoir", by Edith Bolling Wilson; "Autobiography With Letters by William Lyon Phelps; "Unforgotten Years", by Logan Pearsall Smith; "The Old Century and Several More Years", by Siegfried Sassoon.

MAY 10: "The Pursuit of Happiness", Herbert Agar.

MAY 17: "Huntsman, What Quarry", by Ed St. Vincent Millay; "Translations from Poetry of Rainer Maria Rilke", by M. Herter; "Minstrels of the Mine Patch", George Korson.

MAY 24: "Empires of Central Asia", by William M. McGovern; "The Dragon Wakes", Edgar Ansel Mowrer; "The Menacing Sun", by Mona Gardner.

MAY 31: "The Grapes of Wrath", by John Steinbeck; "Christ in Concrete" by Pietro di Donato.

What Price America?

5:30-6:00 p.m.

EACH SATURDAY

The story of the natural resources of America—their original abundance, gradual depletion and present efforts at conservation—is told through dramatizations presented by CBS in cooperation with the U. S. Dept. of Interior.

MAY 6: We Reclaim Dry Earth.

MAY 13: We Welcome Conservation.

MAY 20: We Discover the Grandeur of Nature.

MAY 27: We Conquer Floods.

**DRAMATIC
SERIES**

PROGRAM AND TIME	DESCRIPTION
<p>Norman Corwin's "Words Without Music" 2:30-3:00 p.m. EACH SUNDAY</p>	<p><i>Words Without Music</i> was introduced in a Columbia Workshop performance. Directed by Norman Corwin, these unusual programs experiment with the drama of words and aim to vitalize poetry for a larger audience.</p>
<p>The Columbia Workshop 10:30-11:00 p.m. EACH MONDAY</p>	<p><i>The Columbia Workshop</i>, now in its third year, presents unusual radio dramas, employing the latest broadcasting techniques.</p> <p>MAY 8: "Wild Man", by David Redstone; directed by Brewster Morgan.</p> <p>MAY 15: "Law Beaters", adapted by Stanley Young from the story by Richard Connell; directed by Norman Corwin.</p> <p>MAY 22: "The Emperor of the United States", by Roberto Rendueles; directed by Earle McGill.</p> <p>MAY 29: "Private Throgg", by Parker Fennelly; directed by William N. Robson.</p>
<p>Men Against Death 2:00-2:30 p.m. EACH SATURDAY</p>	<p>The heroes of Paul de Kruif's well-known books are brought to life in dramas presented in association with the Federal Theater's Radio Division. Brewster Morgan directs, Leo Fontaine and Harold Hartogensis adapt, Charles Paul is organist.</p>
<p>Ray Collins in "County Seat" 7:30-8:00 p.m. EACH SATURDAY</p>	<p>Ray Collins, one of radio's foremost actors, stars in this new dramatic series as "Doc" Hackett, small town druggist. The story of "County Seat" is written by Milton Geiger.</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Columbia Broadcasting Symphony 3:00-4:00 p.m. EACH SUNDAY BEGINNING MAY 14</p>	<p>Howard Barlow, brilliant director of the Columbia Broadcasting Symphony, this month inaugurates his fourth season of Sunday afternoon concerts on CBS.</p> <p>MAY 14: <i>Gluck</i>: Overture to "Iphigenia Aulis"; <i>Rameau-Mottl</i>: Ballet Suite; <i>Griffes</i>: "The White Peacock"; <i>MacDowell</i>: Secular Suite ("Indian").</p> <p>MAY 21: <i>Beethoven</i>: Overture to "Leonore (No. 1)"; <i>Haydn</i>: Symphony No. 98: <i>Dona</i> Sinfonietta; <i>Vaughan Williams</i>: Overture "The Wasps."</p> <p>MAY 28: Premiere performance of Concerto for Two Pianos by Arthur Farwell (National Federation of Music Clubs' prize composition).</p>
<p>Bach's B-Minor Mass 3:00-5:00 p.m. SUNDAY, MAY 7</p>	<p>A special performance of Bach's B-minor Mass from Convocation Hall, University of Toronto is presented over CBS as a tribute from the Canadian Broadcasting Corporation. Dr. Herbert Austin Fricker conducts the Mendelssohn Choir of 250 voices and a symphonic orchestra of 65 players.</p>
<p>From the Organ Loft 9:00-9:25 a.m. EACH SUNDAY</p>	<p>Julius Mattfeld, outstanding concert organist and director of the CBS Music Library, is soloist on these programs of organ music.</p>
<p>Cincinnati Conservatory of Music 11:00 a.m.-12:00 noon EACH SATURDAY</p>	<p>The Cincinnati Conservatory of Music presents its fourth season of symphonic concerts on CBS. Alexander von Kreisler arranges the programs and conducts the symphony.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>Ohio State University Concerts 3:00-4:00 p.m. EACH MONDAY BEGINNING MAY 8</p>	<p>Symphony, choral, chamber and band music, performed by musical units of Ohio State University, is presented in four programs on CBS this month. The schedule follows: MAY 8: Ohio State University Band, directed by Eugene J. Weigel, features music by Wagner and Tchaikowsky. MAY 15: The University Chorus and the University Brass Choir feature music by Paul Hindemith and Howard Hanson. MAY 22: The University Symphony Orchestra plays Chausson's Symphony in B flat major and pieces by Moussorgsky. MAY 29: The University Men's Glee Club, Women's Glee Club and Junior Men's Glee Club participate in a program of choral music.</p>
<p>Exploring Music 5:00-5:15 p.m. EACH MONDAY</p>	<p>Bernard Herrmann, brilliant young CBS conductor, directs the Columbia String Orchestra this month in works by Johann Christian Bach, Handel and Boyce.</p>
<p>Columbia Concert Orchestra 2:45-3:30 p.m. EACH TUESDAY</p>	<p>Howard Barlow directs these forty-five minute concerts by the Columbia Concert Orchestra, and features on May 9th the Mozart Symphony No. 34 in C major.</p>
<p>Story of the Song 3:30-4:00 p.m. EACH TUESDAY</p>	<p>Each week outstanding singers of the concert stage are presented in selections from the treasury of songs in English. Genevieve Rowe, soprano; Ruth Carhart, contralto; William Perry, tenor and Hubert Hendrie, baritone.</p>
<p>Musical Album 5:00-5:30 p.m. EACH TUESDAY</p>	<p>Bernard Herrmann conducts the Columbia String Orchestra each Tuesday afternoon in programs featuring the shorter classical works.</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Continued

National Federation of Music Clubs

Various hours

MAY 16, 17, 18 AND 22

From the biennial convention of the National Federation of Music Clubs at Baltimore, C presents four programs:

MAY 16: B. & O. Women's Music Club (4:14-4:30 p.m.).

MAY 17: Musical Arts Chorus of Y.W.C. Easton, Pa., and Mixed Chorus of 90, under Dr. Erb (3-3:15 p.m.); Philip Frank, violinist (3:15-3:30 p.m.).

MAY 18: Tuesday Musical Club Choral of Pittsburgh (2:45-3 p.m.).

MAY 22: Symphonic Singers of Stout Institute (4-4:15 p.m.).

Choral Programs

Various hours

MAY 5, 6, 10 AND 13

MAY 5: "Miami Triad" of Miami University (4:45-5 p.m.).

MAY 6: The Bradley A Capella Choir, Peoria (3:15-3:30 p.m.).

MAY 10: The Academy Singers of Erie, Pa. (5:30-5:45 p.m.).

MAY 13: University of Wisconsin Sixth Annual Radio Music Festival (3-3:45 p.m.).

Columbia Chamber Orchestra

FRIDAY, 3:30-4:00 p.m.

Howard Barlow, Columbia's noted conductor, leads the Columbia Chamber Orchestra in a series of Friday afternoon concerts.

United States Army and Marine Bands

THURSDAY, FRIDAY, 3-3:30 p.m.

Band music is played each Thursday and Friday on Columbia in half-hour programs by the United States Army and Marine Bands.

**CHILDREN'S
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>"So You Want to Be--" 5:45-6:00 p.m. EACH WEDNESDAY</p>	<p>Successful persons in all walks of life are the subjects of interviews by youngsters who want to follow in their footsteps. The program is presented with the cooperation of <i>Young America</i> magazine.</p> <p>MAY 3: "So You Want to Be an Army Officer?" MAY 10: "So You Want to Be a Commercial Artist?"—Tony Sarg, Guest. MAY 17: "So You Want to Be an Advertising Executive?" MAY 24: "So You Want to Be an Author?" MAY 31: "So You Want to Be a Dentist?"</p>
<p>"March of Games" 5:45-6:00 p.m. TUESDAY AND THURSDAY</p>	<p>Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. Arthur Ross, schoolboy master of ceremonies, Sybil Trent, 11-year-old "Miss Drum Major" and Vivian Bloch, 17-year-old soprano, are featured.</p>
<p>"Let's Pretend" 12:30-1:00 p.m. EACH SATURDAY</p>	<p>The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors. These dramas have been a Columbia children's feature for eight years.</p>

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
<p>Church of the Air 10:00-10:30 a.m. 1:00-1:30 p.m. EACH SUNDAY</p>	<p>The <i>Church of the Air</i> is presenting its 4th consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.</p>
	<p>MAY 7: <i>Morning</i>—Rev. Dr. George A. Buttrick, Madison Ave., Presbyterian Church, New York.</p>
	<p><i>Afternoon</i>—Rabbi Morris S. Lazaron, Baltimore Hebrew Congregation, Baltimore.</p>
	<p>MAY 14: <i>Morning</i>—Ezra W. Palmer, clerk, the Christian Science Mother Church, Boston.</p>
	<p><i>Afternoon</i>—Rev. Wilfred Parsons, S.J., dean of the graduate school, Georgetown University, Washington, D.C.</p>
	<p>MAY 21: <i>Morning</i>—Rev. Dr. E. E. Ryden, editor "The Lutheran Companion," Rock Island, Illinois.</p>
	<p><i>Afternoon</i>—Rev. Roger T. Nooe, president, Disciples of Christ Convention, Nashville.</p>
	<p>MAY 28: <i>Morning</i>—New Moderator of the General Assembly of the Presbyterian Church in the United States.</p>
	<p><i>Afternoon</i>—Very Rev. Francis A. Reardon, Ph.D., St. William Church, Cincinnati.</p>

**RELIGIOUS
BROADCASTS**

PROGRAM AND TIME	DESCRIPTION
<p>Wings Over Jordan 10:30-11:00 a.m. EACH SUNDAY</p>	<p>This program of spirituals and religious talks is presented by a Negro choir of 35 voices from Cleveland and by outstanding Negro leaders and educators.</p> <p>MAY 7: Rev. David Buyabuye Mgodana, pastor of First Baptist Church, McDonald, Pa.: "Africa Looks at Africa."</p> <p>MAY 14: Mrs. Hazel Mountain Walker, principal of Rutherford B. Hayes School, Cleveland: "To Mothers."</p> <p>MAY 21: Rev. E. C. McLeod, pastor of the Warren Memorial M. C. Church, Atlanta: "A Negro Church."</p> <p>MAY 28: Dr. Allen Jackson, president of the Hartford branch of the National Association for the Advancement of Colored People, Hartford, Conn.</p>
<p>Vatican Program 1:30-2:00 p.m. SUNDAY, MAY 7</p>	<p>The Sistine Choir, directed by Don Lorenzo Perosi, presents a special concert of sacred music over the Columbia Network from Vatican City. Included in their selections are a Gregorian Chant, Palestrina's "Laudate Dominus," Nanini's "Haec Dies Quem Fecit Dominus" and compositions by the conductor, Don Perosi. During the program Father Lawrence McKinley, an American priest in Rome, discusses the "History of the Choir."</p>

CBS SUSTAINING PROGRAMS

PERSONALITIES

PROGRAM AND TIME	DESCRIPTION
<p>Richard Maxwell 9:00-9:15 a.m. MONDAY THRU SATURDAY</p>	<p>Richard Maxwell presents six program hymns and inspirational songs each week. Homely philosophy in poetry and prose interprets the songs of the CBS tenor.</p>
<p>Outdoors with Bob Edge 7:15-7:30 p.m. EACH THURSDAY</p>	<p>Bob Edge, popular young sportsman, is host in this series of informal talks dedicated to hunting and fishing enthusiasts.</p>
<p>Major Bowes' Capitol Family 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the Daughters (Kelly, Jack and Pete), Helen Anderson, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herrick, xylophonist, and Waldo Mayo's Orchestra.</p>
<p>Ray Block's Varieties 4:15-4:45 p.m. THURSDAY, MAY 4 AND 25</p>	<p>Ray Block leads his orchestra in these variety programs, assisted by guest vocalists and rhythm groups.</p>
<p>Al Bernard's Merry Minstrels TUESDAY, 4:15-4:45 p.m.</p>	<p>A streamlined, modern version of the old-time minstrel show. Al Bernard, long a headline attraction in this field of entertainment, is starred.</p>
<p>National Hillbilly Champions 10:00-10:30 a.m. EACH SATURDAY</p>	<p>Hillbilly music, performed by the nation's leading mountaineer group, Pappy Cheshier and the National Hillbilly Champions, is heard each Saturday morning from station KMOX.</p>
<p>Nan Wynn MONDAY, 5:30-5:45 p.m. THURSDAY, 6:45-7:00 p.m.</p>	<p>Nan Wynn, Columbia's sweet-swing singer, is heard twice weekly in her own programs and in stylized songs.</p>

LIGHT MUSIC

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION																
<p>Buddy Clark's "Musical Weekly" 7:30-8:00 p.m. EACH FRIDAY</p>	<p>Buddy Clark, Columbia's baritone star, acts as MC and editor of his weekly, with able assistance from Nan Wynn, Joe Sodja, guitarist, and Leith Stevens' music.</p>																
<p>CBS Vocalists Various hours MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:</p> <table border="0" data-bbox="736 723 1184 875"> <tr> <td>Clyde Barrie</td> <td>Doris Rhodes</td> </tr> <tr> <td>Ruth Carhart</td> <td>Genevieve Rowe</td> </tr> <tr> <td>Audrey Marsh</td> <td>Jack Shammou</td> </tr> <tr> <td colspan="2" style="text-align: center;">Barry Wood</td> </tr> </table>	Clyde Barrie	Doris Rhodes	Ruth Carhart	Genevieve Rowe	Audrey Marsh	Jack Shammou	Barry Wood									
Clyde Barrie	Doris Rhodes																
Ruth Carhart	Genevieve Rowe																
Audrey Marsh	Jack Shammou																
Barry Wood																	
<p>Deep River Boys, Eton Boys, Four Clubmen Various hours</p>	<p>These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.</p>																
<p>Dance Orchestras Various hours MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for May:</p> <table border="0" data-bbox="723 1313 1158 1637"> <tr> <td>Charles Baum</td> <td>Kay Kyser</td> </tr> <tr> <td>Archie Bleyer</td> <td>Enoch Light</td> </tr> <tr> <td>Cub Calloway</td> <td>Matty Malneck</td> </tr> <tr> <td>Jan Garber</td> <td>Jack Marshard</td> </tr> <tr> <td>Bobby Hackett</td> <td>Ozzie Nelson</td> </tr> <tr> <td>Paul Kain</td> <td>George Olsen</td> </tr> <tr> <td>Sammy Kaye</td> <td>Jack Teagarden</td> </tr> <tr> <td>Henry King</td> <td>Ted Weems</td> </tr> </table>	Charles Baum	Kay Kyser	Archie Bleyer	Enoch Light	Cub Calloway	Matty Malneck	Jan Garber	Jack Marshard	Bobby Hackett	Ozzie Nelson	Paul Kain	George Olsen	Sammy Kaye	Jack Teagarden	Henry King	Ted Weems
Charles Baum	Kay Kyser																
Archie Bleyer	Enoch Light																
Cub Calloway	Matty Malneck																
Jan Garber	Jack Marshard																
Bobby Hackett	Ozzie Nelson																
Paul Kain	George Olsen																
Sammy Kaye	Jack Teagarden																
Henry King	Ted Weems																

ADDENDA: APRIL PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *April* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK

THE EUROPEAN SITUATION

Saturday, April 1

WILHELMSHAVEN, GERMANY: Columbia's broadcast of Adolf Hitler's speech from Wilhelmshaven, at the launching of the German battleship *Von Tirpitz* was cut off after the first few sentences, 11:44-11:45:10 a.m. H. V. Kaltenborn, CBS European expert, followed with analysis of Hitler's remarks and their cancellation, 11:46 a.m.-12 noon.

Tuesday, April 4

WASHINGTON: Senator Gerald P. Nye (R) of North Dakota urged America to avoid "The Road to War," 10:45-11 p.m.

Thursday, April 6

WARSAW: William L. Shirer, CBS Central European representative, reported the latest developments in Poland. 6:30-6:45 p.m.

Friday, April 7

LONDON-NEW YORK: "The Invasion of Albania" was the subject of a transatlantic discussion between Edward R. Murrow, chief of the CBS European staff in London, and H. V. Kaltenborn in New York. 6:45-7 p.m.

Sunday, April 9

PARIS-LONDON-NEW YORK: A CBS roundup of European capitals on Easter Sunday brought French and British reactions to the Albanian invasion from Mr. Shirer and Mr. Murrow, and analysis by Mr. Kaltenborn in New York, 5-5:30 p.m.

Thursday, April 13

LONDON: Mr. Murrow reported twice from London on the same day, at 11-11:15 a.m. and later on Bob Trout's program "Today," 6:35-6:40 p.m.

Sunday, April 16

GENEVA-PARIS-LONDON-NEW YORK: A second CBS European roundup in April brought an interview between Sir Frederick Whyte and Mr. Murrow in the British capital; a report from Thomas Grandin, CBS representative in Paris; news from Geneva by Mr. Shirer and analysis by Mr. Kaltenborn in New York. 5-5:30 p.m.

Thursday, April 20

BERLIN: Adolf Hitler's 50th birthday celebration was described from the German capital by Mr. Shirer, 11-11:15 a.m.

Sunday, April 23

LONDON-PARIS-NEW YORK: A third CBS roundup included an interview with Lord Strabolgi by Mr. Murrow in London, a report from Mr. Shirer who had flown there from Berlin and news from Paris by Mr. Grandin, 5-5:30 p.m.

Tuesday, April 25

WASHINGTON-NEW YORK: Frederick J. Libby, executive secretary of the National Council for Prevention of War, was heard from Washington and Mrs. Estelle M. Sternberger, executive director of World Peaceways, Inc. was heard from New York "Calling America for Peace," 10:45-11 p.m.

Wednesday, April 26

LONDON: The latest developments in the British capital were reported by Edward R. Murrow during Bob Trout's program "Today," 6:30-6:40 p.m.

Friday, April 28

BERLIN: Adolf Hitler's address before the Reichstag, in answer to President Roosevelt's peace message, was broadcast from Berlin, 6:05-8:25 a.m. This was followed by an English resume by Edouard Dietze in Berlin and H. V. Kaltenborn's analysis, 8:25-8:45 a.m.

LONDON: Introduced by Mr. Murrow, the Right Honorable Winston Churchill, M.P. reported what the British thought of Hitler's speech, 6-6:15 p.m.

BERLIN-PARIS-LONDON-WASHINGTON-SPRINGFIELD, MASS.: That evening Columbia looked up four countries for reports by Mr. Shirer in Berlin, Mr. Grandin in Paris, Mr.

Murrow in London, Albert Warner, Columbia's representative in Washington and Mr. Kaltenborn in Springfield, Mass., 7:30-8 p.m.

Sunday, April 30

WARSAW-LONDON-WASHINGTON: A fifth European roundup reported the latest developments from Poland by Mr. Shirer, from London by Mr. Murrow and from Washington by Mr. Warner, 5-5:15 p.m.

PUBLIC AFFAIRS

APRIL 6: Governor Lloyd C. Stark (D) of Missouri, introduced by Governor Robert L. Cochran (D) of Nebraska, spoke of "Trade Barriers, A Challenge to Our United States," 10:45-11 p.m.

APRIL 14: The Reverend Robert I. Gannon, S. J., president of Fordham University, discussed "Fordham's Inter-American Congress: Aims and Objectives," 6:45-7 p.m.

APRIL 17: President Roosevelt spoke from the East Portico of the White House to members of the National Parole Conference, 6-6:30 p.m.

APRIL 20: "Transportation Prosperity" was the subject of Louis Taber, master of the National Grange, 10:45-11 p.m.

APRIL 22: Representative Karl E. Mundt (R) of South Dakota plead for "A Fair Chance for a Free People," 1:45-2 p.m.

APRIL 26: President Roosevelt addressed the White House Conference on Children in a Democracy, 10-10:15 a.m.

APRIL 28: Dr. John W. Studebaker, United States Commissioner of Education, discussed

"Public Forums—The High Tradition," 11–11:15 p.m.

APRIL 30: The New York World's Fair was officially opened with speeches by President Roosevelt, Governor Herbert H. Lehman, Mayor Fiorello H. LaGuardia and Sir Louis Beale, Commissioner General to the Fair for Great Britain, with Grover Whalen introducing the speakers, 2–3 p.m.

SPECIAL EVENTS

APRIL 14, 15, 22 AND 29: The Metropolitan racing season got under way at Jamaica race track, with Bryan Field at the mike for Columbia. The Paumonok Handicap was previewed informally April 14, (6:05–6:15 p.m.) followed the next day by a description of the race, (4–4:30 p.m.). The following Saturday the Stuyvesant Handicap was described, and on April 29 Johnstown's victory in the Wood Memorial was heard by Columbia's audience, 4–4:30 p.m.

APRIL 16: Two trumpets found in Tutankhamen's tomb were blown all the way from Cairo, Egypt, with Alfred Lucas, of the Museum of Antiquities of Egypt, describing

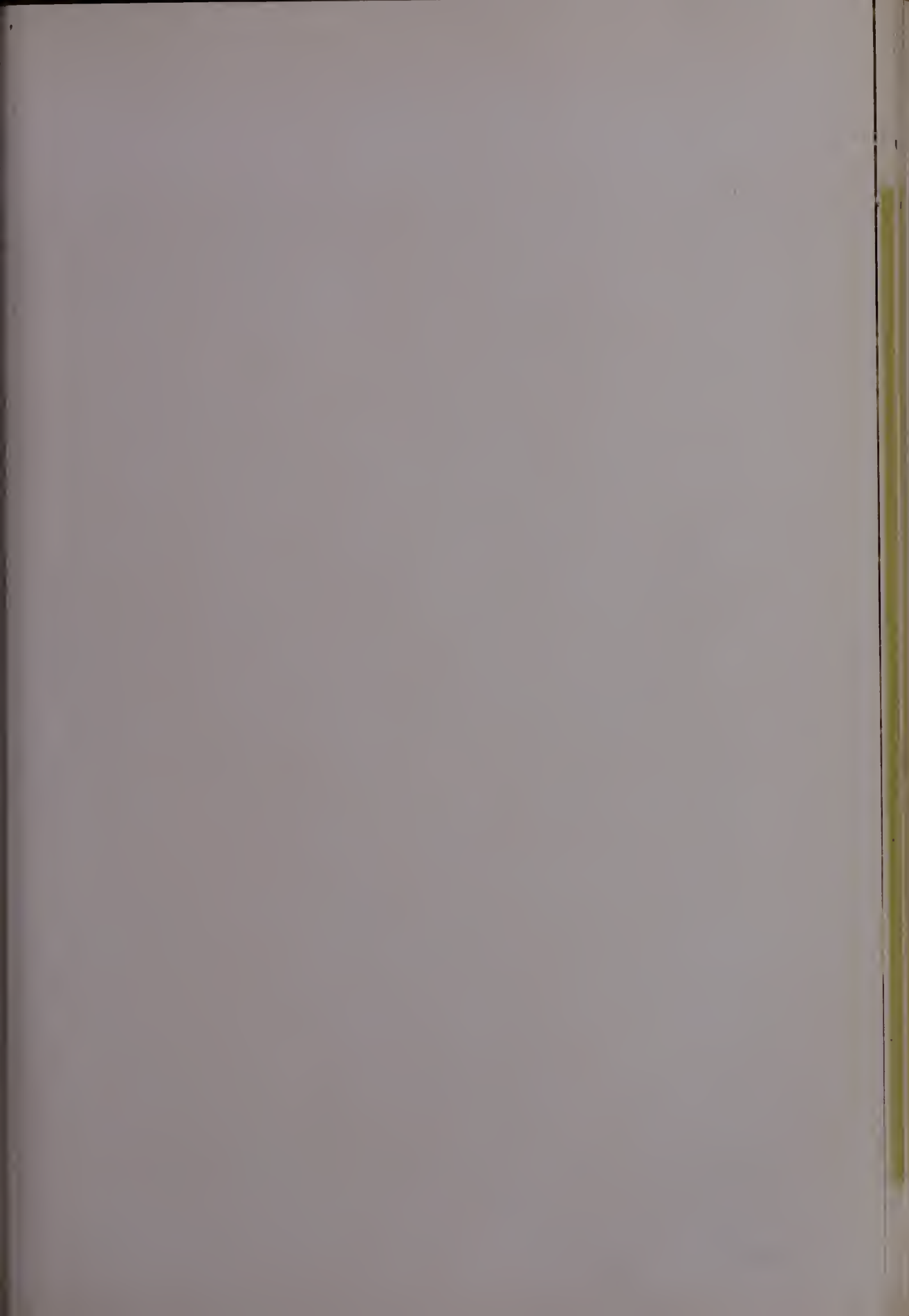
these antique forerunners of swing, 11–11:15 a.m.

APRIL 18: Governors E. D. Rivers (D) of Georgia, Burnet R. Maybank (D) of South Carolina and Fred P. Cone (D) of Florida spoke at Southern Paper Festival, Savannah, with Mayor Thomas Gamble as host, 10:45–11 p.m.

APRIL 27: The United States fleet was reviewed off Cape Henry by Secretary of the Navy Claude A. Swanson, while CBS special events announcers Bob Trout and John Charles Daly reported the scene from the flagship *Pennsylvania* and the *Boise* respectively, 3–3:30 p.m.

APRIL 28 AND 29: The Penn Relays were described by Ted Husing from Franklin Field on April 28 (4:15–4:45 p.m. and 5–5:15 p.m.), and the next day (3:30–4 p.m. and 5–5:30 p.m.). Gene Shumate reviewed the Drake Relays, held in Des Moines on the same day, 6:15–6:30 p.m.

APRIL 29: Representing Columbia's *American School of the Air*, Colonel Hutchinson and his "Flying Family" reached Havana with their Scroll of Peace, 2:45–3 p.m.



THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

Sales and administrative offices: 485 Madison Ave., New York • 182 Tremont St., Boston • 1622 Chestnut St., Philadelphia • 410 North Michigan Ave., Chicago • 902 Fisher Bldg., Detroit
4113 Plankinton Arcade Bldg., Milwaukee • Mart Bldg., St. Louis • Hotel Alms, Cincinnati
625 Second Ave., South, Minneapolis • Wilder Bldg., Charlotte, N. C. • 817 Earle Bldg., Wash-
ington • Columbia Sq., Hollywood • Palace Hotel, San Francisco • 14 Langham Pl., W.1, London

CBS PROGRAM BOOK • JUNE, 1939



THE RADIO SET ON THE COVER: The new type portable radio shown on this month's cover makes Summer Radio listening easier and more popular than ever. Requiring no plug-in or antenna, more than 600,000 of these sets have been sold in the Eastern United States alone, *in the past six months!*

JUNE, 1939

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 24

WABC SPONSORED PROGRAMS: pp. 25 to 26

CBS SUSTAINING PROGRAMS: pp. 27 to 46

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

INDEX: COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:
Plymouth, Dodge, DeSoto,
Chrysler motor cars Page 5

FORD MOTOR COMPANY:
Ford, Lincoln, Lincoln Zephyr,
Mercury Page 9

UNITED STATES RUBBER COMPANY:
Tires and Rubber Products . . . Page 21

● CIGARETTES & TOBACCO

AMERICAN CIGARETTE AND CIGAR COMPANY:
Pall Mall Cigarettes Page 3

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes,
Half & Half Smoking Tobacco . . . Page 3

BROWN & WILLIAMSON TOBACCO CORP.:
Wings Cigarettes Page 23

LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes Page 15

PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes Page 17

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
Prince Albert Tobacco Page 21

U. S. TOBACCO COMPANY:
Dill's Best,
Model Smoking Tobacco Page 21

● CONFECTIONERY

EUCLID CANDY COMPANY:
Candy Bars Page 23

WM. WRIGLEY JR. COMPANY:
Wrigley's Doublemint Gum,
Wrigley's Spearmint Gum Page 21

● DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics . . Page 3

ANACIN COMPANY:
Anacin Page 5

BAYER COMPANY:
Bayer Aspirin Page 5

A. S. BOYLE COMPANY:
Hill's Nose Drops Page 5

CAMPANA SALES COMPANY:
Italian Balm, Dreskin,
Coolies, D.D.D. Page 5

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
Colgate Dental Cream,
Colgate Tooth Powder,
Palmolive Soap,
Palmolive Shave Cream,
Palmolive Brushless Shave Page 7

DUART MANUFACTURING COMPANY:
"Creme of Milk" Face Cream,
Lotion, Lipstick, Cosmetics . . . Page 23

INTERNATIONAL CELLUCOTTON
PRODUCTS COMPANY:
Kleenex Page 13

KOLYNOS COMPANY:
Kolynos Toothpaste Page 13

LADY ESTHER COMPANY:
Cosmetics Page 13

THE LAMBERT COMPANY:
Listerine Products,
Prophylactic Brushes Page 13

LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lux Toilet Soap,
Lifebuoy Pages 13 and 15

NOXZEMA CHEMICAL COMPANY:
Noxzema Page 17

THE PROCTER & GAMBLE COMPANY:
(See also Laundry Soaps; Foods)
Ivory Soap, Drene, Teel Page 19

SOFENZ SALES CORPORATION:
Sofenz Face Cream Page 23

FOODS & BEVERAGES

- BOWEY'S, INC.:
Dari-Rich Products Page 5
- CAMPBELL SOUP COMPANY:
Campbell's Soups,
Beans, and Tomato Juice Page 5
- CALIFORNIA FRUIT GROWERS EXCHANGE:
Fruit Pectin Page 23
- CONTINENTAL BAKING COMPANY, INC.:
Wonder Bread, Hostess Cake . . . Page 7
- GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
Calumet Baking Powder, Jell-O Ice Cream,
Post Toasties, Postum, Swans Down
Cake Flour Pages 9 and 11
- HAWAIIAN PINEAPPLE COMPANY:
"Dole" Pineapple,
"Dole" Pineapple Juice Page 11
- GEO. A. HORMEL & COMPANY:
Hormel Soups and Food Products . Page 11
- KELLOGG COMPANY:
Kellogg's Corn Flakes Page 13
- KNOX GELATINE COMPANY, INC.:
Knox Sparkling Gelatine Page 23
- LEVER BROTHERS COMPANY:
(See also Drugs; Laundry Soaps)
Spry Pages 13 and 15
- NEHI CORPORATION:
Royal Crown Cola Page 17
- PET MILK SALES CORPORATION:
Pet Evaporated Milk Page 17
- THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Laundry Soaps)
Crisco Page 19
- S & W FINE FOODS, INC.:
Food Products Page 23
- SEALTEST, INC.:
Sealtest System of Laboratory Control
of Milk and Ice Cream Page 21
- LAUNDRY SOAPS & ACCESSORIES**
- COLGATE-PALMOLIVE-PEET COMPANY:
(See also Drugs & Toilet Goods)
Concentrated Super Suds Page 7

- THE CUDAHY PACKING COMPANY:
Old Dutch Cleanser Page 7
- GENERAL FOODS CORPORATION:
(See also Foods)
La France, Satina Page 9
- GRIFFIN MANUFACTURING COMPANY, INC.:
Griffin Shoe Polishes, Waxes, Whites
and Dyes Page 11
- LEVER BROTHERS COMPANY:
(See also Drugs; Foods)
Lux Flakes, Rinso Pages 13 and 15
- THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Foods)
Chipso, Ivory, Oxydol Page 19

LUBRICANTS

- AMERICAN OIL COMPANY:
Amoco-Gas, Orange American Gas Page 3
- ETHYL GASOLINE CORPORATION:
"Ethyl" Gasoline Page 9
- GULF OIL CORPORATION:
Motor Oil and Gas Page 11
- THE PURE OIL COMPANY:
Petroleum products Page 19
- RIO GRANDE OIL INC.:
Petroleum products Page 23
- THE TEXAS COMPANY:
"Texaco" products Page 21

MISCELLANEOUS

- HOUSEHOLD FINANCE CORPORATION:
Personal Loan Service Page 11
- OLD TRUSTY DOG FOOD COMPANY:
Old Trusty Dog Food Page 23
- PERSONAL FINANCE COMPANY:
Personal Loan Service Page 17
- PRUDENTIAL INSURANCE COMPANY
OF AMERICA:
Insurance Services Page 19
- WILMINGTON TRANSPORTATION COMPANY:
Santa Catalina Island Summer
Resort Page 23

All time listed on the following pages is current New York time unless otherwise indicated.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cosm
AMERICAN CIGARETTE & CIGAR COMPANY	Pall Mall Cigarettes
AMERICAN OIL COMPANY	Amoco-Gas Orange American Gas
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobac
ANACIN COMPANY	Anacin

PROGRAM	TIME	AGENCY	ON CBS*
Romance of Helen Trent <i>drama</i> (also A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30-12:45 p.m. 30 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	286 Weeks
Music by Malneck Matty Malneck's Orchestra <i>musical</i>	Thursday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 52 CBS stations ORIGINATES: KXX	Young & Rubicam, Inc.	Starts June 1st
Human Side of the News, Edwin C. Hill <i>news</i>	Mon. thru. Fri. 6:05-6:15 p.m. <i>Rebroadcast</i> 11:05-11:15 p.m. 42 CBS stations ORIGINATES: WABC	The Joseph Katz Company	43 Weeks
Great Hit Parade Dick Warnow's Orchestra, Guy Ross, Raymond Scott's Quartet, Kay Lorraine and the Gismiths <i>popular music and vocalists</i>	Saturday 10:00-10:45 p.m. 97 CBS stations ORIGINATES: WABC	Lord & Thomas	161 Weeks
Bernie and All the Lads Lew Lehr <i>music and comedy</i>	Sundays, thru June 25th only 5:30-6:00 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 51 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	
Gal, Sunday <i>drama</i> (also KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45-1:00 p.m. 31 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	122 Weeks

*figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
BAYER COMPANY	Bayer Aspirin
BOWEY'S, INC.	Dari-Rich Products
A. S. BOYLE COMPANY	Hill's Nose Drops
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler

PROGRAM	TIME	AGENCY	ON CBS*
Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Dramatic</i>	Tuesday 7:30-8:00 p.m. 30 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	403 Weeks
Swing and Rhythm with Todd Hunter, reporter; Dave Brubeck, pianist and Carl Fennell, conductor of the Cleveland Orchestra <i>Talk and music</i>	Sunday 11:00-11:30 a.m. <i>Rebroadcast</i> 2:30-3:00 p.m. 33 CBS stations ORIGINATES: WBRM	Sorensen & Company	Starts June 4th
The Romance of Helen Trent <i>Drama</i> (also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30-12:45 p.m. 30 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	211 Weeks
First Nighter with Barbara Luddy and John T. Remayne <i>Drama at the "Little Theater off Times Square"</i>	Friday 8:00-8:30 p.m. 51 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	70 Weeks
Campbell Playhouse "Victoria Regina," with Helen Hayes and Orson Welles <i>Dramatic</i>	Fri., June 2 only 9:00-10:00 p.m. 58 CBS stations 26 CBC stations ORIGINATES: WABC	Ward Wheelock Company	234 Weeks
108 'n' Andy <i>Comedy</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 52 CBS stations ORIGINATES: KNX		
Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. 78 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	169 Weeks

*The figures indicate the total number of weeks
 which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave Concentrated Super Suds Palmolive Soap Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY COMPANY	Old Dutch Cleanser

PROGRAM	TIME	AGENCY	ON CBS*
Gate Ask-It Basket McWilliams, MC <i>Questions and answers</i> (series ends on June 28, moving at new time on August 17)	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 59 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	110 Weeks
ing Busters <i>Police-file dramatizations</i> (series ends on June 28, moving at new time on August 17)	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 46 CBS stations ORIGINATES: WABC		168 Weeks
rt and Marge <i>Drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 71 CBS stations ORIGINATES: WABC		169 Weeks
lltop House <i>Starring Bess Johnson</i> <i>Drama</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. 74 CBS stations ORIGINATES: WABC		172 Weeks
pmother <i>Drama</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. 25 CBS stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	110 Weeks
etty Kitty Kelly <i>Drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 43 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	219 Weeks
achelor's Children <i>Drama</i>	Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunningham, Inc.	231 Weeks

*The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
ETHYL GASOLINE CORP.	"Ethyl" Gasoline
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury
GENERAL FOODS CORPORATION	Jell-O Ice Cream Post Toasties Calumet Baking Powder Swans Down Cake Flour La France Satina

PROGRAM	TIME	AGENCY	ON AIR*
One-Up Time featuring Walter O'Keefe, Andre Kostelanetz's Orchestra, Guy Thompson's Rhythm Singers and guest stars <i>Musical variety</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 61 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	20 Weeks
Ford Summer Hour with James Melton, Francis White, and Van Voorhees' Orchestra, chorus and "Rouge Reporter" <i>Musical</i> starts June 11th; the Ford Symphony starts its current season on June 4th)	Sunday 9:00-10:00 p.m. 75 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	270 Weeks
...the People with Gabriel Heatter, Harry von Zell and Guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 63 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	223 Weeks
...E. Brown with Frank Gill and Bill Demling, comedians, Paula Winslow, Margaret McCrae, vocalist and Perry Sosnik's Orchestra <i>Comedy and music</i>	Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 69 CBS stations ORIGINATES: KNX	Benton & Bowles, Inc.	223 Weeks
...the Smith Hour with Abbott and Costello, comedians; "The Aldrich Family," comedy troupe, Ted Straeter Choir, Jack Miller's Orchestra and guest stars <i>Variety show</i> this series ends on June 29, returning at new time on October 6)	Thursday 8:00-9:00 p.m. <i>Rebroadcast</i> 12 mid.-1:00 a.m. 77 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	
...ary Margaret McBride <i>Radio columnist</i>	Mon., Wed., Fri. 12:00-12:15 p.m. <i>Rebroadcast</i> 5:30-5:45 p.m. 40 CBS stations ORIGINATES: WABC		

*The figures indicate the total number of weeks
 which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
GENERAL FOODS CORPORATION <i>Continued</i>	Postum
GRIFFIN MANUFACTURING COMPANY, INC.	Griffin Shoe Polishes, Waxes Whites and Dyes
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
GEORGE A. HORMEL & COMPANY	Hormel Soups and other Food Products
HOUSEHOLD FINANCE CORPORATION	Personal Loan Service

PROGRAM	TIME	AGENCY	ON AIR*
Sam and Abner <i>Comedy sketches</i> (This series ends on June 30, returning at same time on August 28)	Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 50 CBS stations ORIGINATES: KNX	Young & Rubicam, Inc.	223 Weeks
Time to Shine, with Hal Kemp's Orchestra and Special Guests <i>Variety</i>	Tuesday 10:00-10:30 p.m. 42 CBS stations ORIGINATES: WABC	Birmingham, Castleman & Pierce, Inc.	30 Weeks
Half Musical Playhouse with Erno Rapee, Jane Froman and Jan Peerce <i>Musical</i> (Starts June 11th; the "Hollywood and World" series ends on June 4th)	Sunday 7:30-8:00 p.m. Beg. June 11: WABC 63 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	277 Weeks
Honolulu Bound featuring Phil Baker, "Bottle", Andrews Sisters, and Harry James and His Orchestra <i>Comedy, musical</i>	Saturday 9:00-9:30 p.m. <i>Rebroadcast</i> 10:45-11:15 p.m. 61 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	20 Weeks
What Happened in Hollywood with Martha Mears, John Conte and the Dunstedter's Orchestra	Mon., Wed., Fri. 11:00-11:15 a.m. 25 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	93 Weeks
What Can Be Done with Edgar A. Guest, poet-philosopher, presenting dramatized lives of famous guests <i>Poetry and drama</i>	Wednesday, thru June 28th only 10:00-10:30 p.m. 28 CBS stations ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	74 Weeks

*The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
KELLOGG COMPANY	Kellogg's Corn Flakes
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap Rinso

PROGRAM	TIME	AGENCY	ON CBS
er Honor, Nancy James starring Barbara Weeks and d Wever <i>Drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 40 CBS stations ORIGINATES: WABC	Lord & Thomas	100 Weeks
owie Wing <i>Aviation Adventure</i>	Mon. thru Fri. 6:15-6:30 p.m. 22 CBS stations ORIGINATES: WABC	J. Walter Thompson Company	58 Weeks
ur Gal, Sunday <i>Drama</i> (see also ANACIN COMPANY)	Thurs. and Fri. 12:45-1:00 p.m. 31 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	389 Weeks
uy Lombardo and His rchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. 47 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	286 Weeks
rand Central Station <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. 51 CBS stations ORIGINATES: WABC	Lambert & Feasley, Inc.	100 Weeks
he Lux Radio Theatre with stars of stage and screen <i>Drama; Cecil B. DeMille, director</i>	Monday 9:00-10:00 p.m. 58 CBS stations 26 CBC stations ORIGINATES: KNX	J. Walter Thompson Company	184 Weeks
ig Town starring Edward G. Robinson with Claire Trevor <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 a.m. 59 CBS stations 26 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	149 Weeks

The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
LEVER BROTHERS COMPANY <i>Continued</i>	Lifebuoy Rinso Spry Lux Flakes Lux Toilet Soap
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes

PROGRAM	TIME	AGENCY	ON CBS*
Jack Powell with Martha Raye. Parkyakarkus. and Gluskin's Orchestra. Guest Stars <i>Comedy and music</i>	Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 59 CBS stations 26 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	149 Weeks
Big Sister with Alice Frost and Martin Gabel <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 67 CBS stations 26 CBC stations ORIGINATES: WABC		142 Weeks
Count Jenny's Real Life Stories <i>Dramatic</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 60 CBS stations 26 CBC stations ORIGINATES: WABC		124 Weeks
The Life and Love of Dr. Susan <i>Dramatic</i>	Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 5:15-5:30 p.m. 63 CBS stations ORIGINATES: WABC	J. Walter Thompson Co.	16 Weeks
Paul Whiteman and His Orchestra. with Joan Edwards, and The Modernaires <i>Musical Variety</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 92 CBS stations ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	333 Weeks
Burns and Allen with Frank Parker. Ray Noble's Orchestra and Paul Douglas <i>Comedy and music</i>	Friday, thru June 23 only 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 92 CBS stations ORIGINATES: WABC		

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
NEHI CORPORATION	Royal Crown Cola
NOXZEMA CHEMICAL COMPANY	Noxzema
PERSONAL FINANCE COMPANY	Personal Loan Service
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes

PROGRAM	TIME	AGENCY	ON CBS*
Believe It or Not Ripley <i>Music and variety</i>	Friday 10:30-11:00 p.m. 75 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	10 Weeks
Professor Quiz with Bob Trout <i>Questions and answers</i>	Saturday, thru June 24 only 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 40 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	56 Weeks
The Barclay's Daughters <i>Drama</i>	Mon. thru Fri. 2:00-2:15 p.m. 28 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	82 Weeks
Saturday Night Serenade Mary Eastman, soprano; Bill Perry, baritone; and Gustav Haenschen's Orchestra and Chorus <i>Musical</i>	Saturday 9:30-10:00 p.m. 53 CBS stations ORIGINATES: WABC	Gardner Advertising Company	291 Weeks
Mary Lee Taylor Home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 60 CBS stations ORIGINATES: KMOX		
Johnny Presents Johnny Green's Orchestra, Drama- tized Short Stories. Floyd Sherman, Roger Kinney. Genevieve Rowe, "Beverly", Glenn Cross, Ray Bloch's Singing 14 <i>Variety and dramatic interludes</i>	Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 54 CBS stations ORIGINATES: WABC	The Biow Company, Inc.	142 Weeks

*The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
<p>THE PROCTER & GAMBLE COMPANY</p>	<p>Teel Drene</p> <p>Oxydol</p> <p>Ivory</p> <p>Chipso</p> <p>Crisco</p> <p>Drene</p> <p>Chipso</p>
<p>PRUDENTIAL INSURANCE COMPANY OF AMERICA</p>	<p>Insurance Services</p>
<p>THE PURE OIL COMPANY</p>	<p>Petroleum Products</p>

PROGRAM	TIME	AGENCY	ON CBS
Nickerbocker Playhouse, with Elliott Lewis and Guest Stars <i>Dramatic and musical</i>	Sunday 10:00-10:30 p.m. 57 CBS stations ORIGINATES: WBBM	H. W. Kastor & Sons	235 Weeks
The Goldbergs <i>Drama</i>	Mon. thru Fri. 1:00-1:15 p.m. 27 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
Life Can Be Beautiful <i>Drama</i>	1:15-1:30 p.m. 32 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
Road of Life <i>Drama</i>	1:30-1:45 p.m. 27 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
This Day Is Ours <i>Drama</i>	1:45-2:00 p.m. 35 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
Himmie Fidler <i>Hollywood news reporter</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 56 CBS stations ORIGINATES: KNX	H. W. Kastor & Sons	
Manhattan Mother <i>Drama</i>	Mon. thru Fri. 9:30-9:45 a.m. 11 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
When a Girl Marries <i>Drama</i>	Mon. thru Fri. 2:45-3:00 p.m. 19 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	1 Week
Kaltenborn Edits the News <i>News Analysis</i>	Sun. and Tues. 10:30-10:45 p.m. 35 CBS stations ORIGINATES: WABC June 13 and 18: WBBM	Leo Burnett Company, Inc.	5 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco
SEALTEST, INC.	Sealtest System of Laboratory Control of Milk and Ice Cream
THE TEXAS COMPANY	"Texaco" Products
UNITED STATES RUBBER COMPANY	Tires and Rubber Products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum Wrigley's Spearmint Gum

PROGRAM	TIME	AGENCY	ON CBS
Billie Cantor's Camel Caravan with Bert Gordon, Sid Fields, Pert Parks and Edgar Fairchild's Orchestra <i>Comedy and music</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 86 CBS stations ORIGINATES: WABC	William Esty & Company, Inc.	309 Weeks
Benjamin Goodman's Orchestra with Johnny Mercer, singer <i>Music and guests</i>	Tuesday 9:30-10:00 p.m. 87 CBS stations ORIGINATES: ON TOUR		
Our Family and Mine <i>Drama</i>	Mon. thru Fri. 2:30-2:45 p.m. 36 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	5 Weeks
Texaco Star Theater with Len Murray, MC; Frances Langford, Red Sparks, Kenny Baker, Texaco Star Chorus, Jimmy Wallington, David Broekman's Orchestra <i>Musical, variety, dramatic</i>	Wednesday 9:00-10:00 p.m. 88 CBS stations ORIGINATES: KNX	Buchanan & Company, Inc.	112 Weeks
Raymond Paige, 9 Men and a Girl <i>Musical</i>	Friday 9:00-9:30 p.m. 82 CBS stations ORIGINATES: WABC	Campbell-Ewald Company of New York, Inc.	43 Weeks
Model Minstrels with Tom Howard and George Belton, the Eton Boys and Ray Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 53 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	209 Weeks
Gateway to Hollywood <i>Motion-picture talent quest</i>	Sunday 6:30-7:00 p.m. 62 CBS stations ORIGINATES: KNX	Frances Hooper Advertising Agency	266 Weeks
Walter Good Baines <i>Drama</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 5:00-5:15 p.m. 66 CBS stations ORIGINATES: WBBM	Neisser-Meyerhoff, Inc.	

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

**COLUMBIA
PACIFIC
NETWORK**

	CLIENT	PRODUCT
	BROWN & WILLIAMSON TOBACCO CORPORATION	Wings Cigarettes
	CALIFORNIA FRUIT GROWERS EXCHANGE	Fruit Pectin
	DUART MANUFACTURING COMPANY	"Creme of Milk" Face Cream Lotion, Lipstick, Cosmetics
	KNOX GELATINE COMPANY, INC.	Knox Sparkling Gelatine
	S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Foods

**COLUMBIA
CALIFORNIA
NETWORK**

	EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Candy Bars
	RIO GRANDE OIL, INC.	Petroleum Products
	SOFENZ SALES CORPORATION	Sofenz Face Cream
	WILMINGTON TRANSPORTATION COMPANY	Santa Catalina Island Summer Resort

**COLUMBIA
NEW ENGLAND
NETWORK**

	OLD TRUSTY DOG FOOD COMPANY	Old Trusty Dog Food
--	-----------------------------	---------------------

PROGRAM	TIME	AGENCY	ON AIR
News, Views and Sport Reviews by Hughes <i>Sports news</i>	Sun., Mon., Wed. and Friday 8:30-8:45 p.m. PST ORIGINATES: KSF0	Russell M. Seeds Co., Inc.	35 Weeks
Letcher Wiley <i>News and features</i>	Wednesday 2:00-2:15 p.m. PST ORIGINATES: KNX	Lord & Thomas	3 Weeks
Calling Bee with Tom Breneman	Sunday 7:00-7:30 p.m. PST ORIGINATES: KSF0	Erwin, Wasey & Co.	20 Weeks
Letcher Wiley <i>News and features</i>	Friday 2:00-2:15 p.m. PST ORIGINATES: KNX	Kenyon & Eckhardt, Inc.	44 Weeks
Want a Divorce <i>Dramatic</i>	Friday 8:00-8:15 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	33 Weeks
Euclid Ballot Box with Sam Hayes	Monday 9:30-9:45 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	80 Weeks
Calling All Cars <i>Police file dramatizations</i>	Monday 9:00-9:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	287 Weeks
Beauty Secrets <i>Talks</i>	Tuesday 11:30-11:45 a.m. PST ORIGINATES: KNX	Richard E. Connors Agency	2 Weeks
Catalina Fun Quiz with Gary Breckner <i>Man-on-street interviews</i>	Mon. thru Fri. 2:15-2:30 p.m. PST ORIGINATES: KNX	Neisser-Meyerhoff, Inc.	2 Weeks
Must Dogs <i>Dramatic</i>	Sunday 5:15-5:30 p.m. ORIGINATES: WEEI	H. B. Humphrey Company	8 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

SPONSORED PROGRAMS

CLIENT	PRODUCT
<p>GENERAL MILLS, INC. PROCTER & GAMBLE COMPANY SOCONY-VACUUM OIL COMPANY</p>	<p>Wheaties Ivory Mobiloil and Mobilgas</p>
<p>BERKEY AND GAY SHOWROOMS, INC.</p>	<p>Furniture</p>
<p>BOSCO COMPANY</p>	<p>Bosco (Milk Amplifier)</p>
<p>BROWN & WILLIAMSON TOBACCO CORPORATION</p>	<p>Tobacco Products</p>
<p>BULOVA WATCH COMPANY</p>	<p>Bulova Watches</p>
<p>FRIGIDAIRE CORPORATION</p>	<p>Electric Refrigerators</p>
<p>GORDON BAKING COMPANY</p>	<p>Silvercup Bread</p>
<p>LIGGETT DRUG COMPANY, INC.</p>	<p>Fountain Service</p>
<p>MANHATTAN SOAP</p>	<p>Sweetheart Toilet Soap</p>
<p>MELVILLE SHOE COMPANY</p>	<p>Thom McAn Shoes</p>
<p>PACKERS TAR SOAP, INC.</p>	<p>Packers Tar Soap Packers Scalptone</p>

PROGRAM	TIME	AGENCY	ON WABC
All home games of New York Yankees and New York Giants <i>Play-by-play description</i> <i>by Arch McDonald</i>	Approx. 3:10-5:15 p.m.	Knox-Reeves, Inc. Compton Advertising, Inc. J. Stirling Getchell	6 Weeks
Additions in the News	Tues., Thurs., Sat. 8:00-8:05 a.m.	Wallace-Lindeman, Inc.	1 Week
Have You Forgotten?	Mon., Wed., Friday 8:05-8:10 a.m.		
News Program	Mon. thru Sat. 6:00-6:05 p.m.	Kenyon & Eckhardt, Inc.	17 Weeks
Report Review	Mon., Wed., Fri. 6:30-6:45 p.m.	Russell M. Seeds Company	8 Weeks
Time Signals	Mon. thru Sun. 10 Times daily	The Biow Company	508 Weeks
Frigidaire Melody Time	Mon., Wed., Fri. 8:45-9:00 a.m.	Lord & Thomas	11 Weeks
According to Hoyt <i>Baseball previews with Waite Hoyt</i>	Mon. thru Fri. 3:00-3:10 p.m.	N. W. Ayer & Son, Inc.	6 Weeks
The Morning Almanac, <i>featuring Phil Cook</i>	Mon., Wed., Fri. 7:30-7:45 a.m.	Neff-Rogow, Inc.	20 Weeks
Additions in the News	Mon., Wed., Fri. 8:00-8:05 a.m.	Franklin Bruck Advertising Corp.	6 Weeks
Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	26 Weeks
Packers Sports Review	Tues., Thurs., Sat. 6:30-6:45 p.m.	Stack-Goble Agency	14 Weeks

The figures indicate the total number of weeks in which the client has used WABC facilities.

CBS SUSTAINING PROGRAMS

The programs "BY COLUMBIA" for JUNE are planned within a triple frame of *Interest*, *Timeliness*, and *Balance*. This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these nine classifications:

1. PUBLIC AFFAIRS Page 28
2. SPECIAL EVENTS Page 31
3. EDUCATIONAL PROGRAMS Page 33
4. SERIOUS MUSIC Page 36
5. DRAMATIC SERIES Page 38
6. RELIGIOUS BROADCASTS Page 39
7. CHILDREN'S PROGRAMS Page 40
8. PERSONALITIES Page 41
9. LIGHT MUSIC Page 41
- ADDENDA: MAY PROGRAMS Page 43

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
<p>Charles R. Hook 10:15-11:00 p.m. THURSDAY, JUNE 1</p>	<p>Charles R. Hook, Chairman and former president of the National Association of Manufacturers and president of the American Rolling Mill Company, talks on business conditions today.</p>
<p>American Writers Congress 3:30-4:00 p.m. SATURDAY, JUNE 3</p>	<p>"Writing for Radio" is the subject discussed at the Third American Writers Congress, held at the New School for Social Research. Participants are Max Wylie, CBS continuity editor, Bernard Herrmann, CBS conductor, Lewis H. Titterton and Arch Oboler of NBC, Jerome Danzig of WOR-Mutual, Philip Cohen of the U. S. Department of Interior education project, Evan Roberts, director of the Federal Theater Radio division, and John Brown, actor and board member of the AFRA.</p>
<p>Representative Dies 10:15-11:15 p.m. SATURDAY, JUNE 3</p>	<p>Representative Martin Dies (D) of Texas, chairman of the House Committee on Investigation of Un-American Activities, reviews it's latest findings in a speech from Houston, Texas.</p>
<p>Representative Hawks 10:15-11:00 p.m. SUNDAY, JUNE 4</p>	<p>Representative Charles Hawks, Jr. (R) of Wisconsin, speaks to the radio audience about "The Collapse of the New Deal."</p>
<p>Brazilian Exchange Programs JUNE 5 AND 19, 7:30-8:00 p.m. JUNE 11 AND 25, 11:00-11:30 p.m.</p>	<p>A series of exchange programs between Brazil and the United States is carried by Columbia, so that citizens of these two friendly countries can become better acquainted.</p>

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Their Majesties Various hours JUNE 7 THRU 15</p>	<p>The visit of King George VI and Queen Elizabeth of England to the United States is covered in detail by Columbia, with Bob Trout in the role of official CBS chronicler for the epochal visit. The schedule:</p> <p>JUNE 7: Entrance into U. S. at Niagara Falls</p> <p>JUNE 8: Arrival at Washington, D. C.; Summary by Bob Trout (10:45-11:00 p.m.).</p> <p>JUNE 9: Visit to the Capital; Visit to Tomb of the Unknown Soldier; Summary by Bob Trout (7:45-8:00 p.m.).</p> <p>JUNE 10: Arrival at New York; Visit to Pavilion Hall, World's Fair; Speech from square before U. S. Federal Building, World's Fair</p> <p>JUNE 11: Visit to Hyde Park.</p> <p>JUNE 12: Departure from Quebec.</p> <p>JUNE 15: King George's farewell address at State luncheon, Halifax, Nova Scotia.</p>
<p>Representative Celler 10:45-11:00 p.m. SUNDAY, JUNE 11</p>	<p>Representative Emanuel Celler (D) of New York gives his views on "New Alien and Sedition Laws."</p>
<p>Representative Fish 10:45-11:00 p.m. THURSDAY, JUNE 15</p>	<p>Representative Hamilton Fish (R) of New York takes to the air again to ask: "Would War Mean an American Dictatorship?"</p>
<p>Representative Case 10:45-11:00 p.m. SUNDAY, JUNE 18</p>	<p>"Social Security" is the topic taken up by Representative F. H. Case (R) of South Dakota.</p>

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
<p>"Bull Session" 1:30-2:00 p.m. EACH SATURDAY</p>	<p>Students from a group of mid-western universities hold informal and impromptu discussions on important topics in this new series emanating from Chicago. The schedule for June:</p> <p>JUNE 3: Northwestern U.—"America's Responsibility to Political Refugees." JUNE 10: De Paul U.—"Youth and Nationalism." JUNE 17: Iowa State U.—"Science—Friend or Foe of Democracy?" JUNE 24: Chicago University.</p>
<p>"This Week In Washington" SATURDAY, 6:15-6:30 p.m.</p>	<p>Albert Warner, new CBS correspondent in Washington, reviews the important developments in the political scene there.</p>
<p>The World Today 5:00-5:30 p.m. EACH SUNDAY</p>	<p>The chief news centers of the world are hooked up by the Columbia Network each Sunday and CBS representatives—Edward Murrow in London, William L. Shirer in Central Europe, Thomas Grandin in Paris and Albert Warner in Washington—report the latest news developments in "The World Today."</p>
<p>Capital Opinions 10:45-11:00 p.m. EACH SUNDAY</p>	<p>Members of Congress and government officials participate in these discussions of problems of national interest. The programs originate at WJSV, Columbia's station in Washington.</p>

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

Continued

PROGRAM AND TIME	DESCRIPTION
<p>American Youth Congress 10:45-11:00 p.m. TUESDAY, JUNE 27</p>	<p>Senator Arthur Capper (R) of Kansas and Representative H. Jerry Voorhis (D) of California, speak before the American Youth Congress, being held in Washington.</p>
<p>"Women in the World of Tomorrow" 12:15-12:30 p.m. EACH SATURDAY</p>	<p>This new series, presented under the auspice of CBS and the Women's National Radio Committee, features outstanding women in all fields, in programs based on the World's Fair "World of Tomorrow" theme. The schedule for June includes Miss Ada Louise Comstock, president of Radcliffe College, and Mrs. Harr H. Woodring, wife of the Secretary of War.</p>
<p>International Polo 5:30-5:45 p.m. FRIDAY, JUNE 2 4:30-5:30 p.m. SUNDAY, JUNE 4, 11 AND 18</p>	<p>International polo returns to Meadowbrook Field, where the audience in the robin's-egg blue stands and Columbia's nation wide audience are both thrilled by the pace of the series between the 10-goal "dream" team of the United States and Great Britain's challenger Ted Husing describes all the shots, beginning with a preview of the matches on June 2.</p>
<p>Belmont Park 6:30-6:15 p.m. FRIDAY, JUNE 2 1:15-1:15 p.m. SATURDAY, JUNE 3 AND WEDNESDAY, JUNE 7</p>	<p>Bryan Field is still posted for Columbia at a beautiful Belmont Park, where he covers the historic Belmont Stakes, which Johnstown hopes to add to his list of victories, on June 3 and the Coaching Club American Oaks, equally venerated, but for fillies, on June 7.</p>

SPECIAL EVENTS

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p>Paley Amateur Radio Award 3:00—3:15 p.m. TUESDAY, JUNE 6</p>	<p>Wilson E. Burgess, 29-year old department store clerk, of Westerly, Rhode Island, who won the William S. Paley Amateur Radio Award for his work during last September's hurricane, is presented with the trophy by Mr. Paley at the Hotel Pierre, as "the year's most outstanding amateur."</p>
<p>Aqueduct Race Track 4:00—4:30 p.m. THURSDAY, JUNE 8 AND SATURDAY, JUNE 10, 17 AND 24</p>	<p>Metropolitan racing moves over to Aqueduct where several important races are contested. Bryan Field describes:</p> <p>JUNE 8: The Queens County Handicap. JUNE 10: The Shevlin Stakes JUNE 17: The Dwyer Stakes JUNE 24: The Brooklyn Handicap.</p>
<p>U. S. Open Golf Championship Various hours JUNE 7, 8, 9 AND 10</p>	<p>All the leading golfers who qualified the nation over, as well as some from across the seas are at the Philadelphia Country Club, in an attempt to prevent Ralph Guldahl from winning his third open championship in a row. Ted Husing, Columbia's open or closed champion sports reporter, follows the flight of the little white pill from the first tee to the last cup, of the 18th (or even the 19th) hole.</p>
<p>Baseball Centennial Celebration 3:00—4:00 p.m. MONDAY, JUNE 12</p>	<p>The old time greats and the modern greats get together at Doubleday Field, Cooperstown, N. Y., to celebrate the centennial of the national pastime. Speeches and baseball games featuring the old and new stars are a part of this nostalgic yet happy celebration.</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION														
<p>CBS ADULT EDUCATION BOARD</p>	<p>The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representatives of the nation's leading educators and publicists, are:</p> <table border="0"> <tr> <td>LYMAN BRYSON, chairman</td> <td>SPENCER MILLER, JR.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCENT</td> </tr> <tr> <td>ROBERT L. CANNON, S. J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALVIN S. JOHNSON</td> <td>RAY LYMAN WILBUR</td> </tr> <tr> <td>HENRY R. LUCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, chairman	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT L. CANNON, S. J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LUCE	JOSEPH H. WILLITS
LYMAN BRYSON, chairman	SPENCER MILLER, JR.														
STRINGFELLOW BARR	RUTH BRYAN ROHDE														
WILLIAM BENTON	THOMAS V. SMITH														
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT														
ROBERT L. CANNON, S. J.	WILLIAM ALLEN WHITE														
ALVIN S. JOHNSON	RAY LYMAN WILBUR														
HENRY R. LUCE	JOSEPH H. WILLITS														
<p>Americans at Work 7:00-7:30 p.m. EACH SATURDAY</p>	<p>Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and workshops throughout the land. The June schedule:</p> <p>JUNE 3: Publicity Worker. JUNE 10: Cab Driver. JUNE 17: Social Worker. JUNE 24: Test Pilot.</p>														
<p>The People's Platform 7:00-7:30 p.m. EACH SUNDAY</p>	<p>"The People's Platform" moves to the Coast where "What's the American Way?" will be the subject for four broadcasts, under the direction of Lyman Bryson. Two movie stars appear on the first program, discussing "Movies and Democracy" with two other dinner guests. The broadcast on June 18 is from San Francisco; the others originate in Los Angeles.</p>														

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>Democracy in Action 2:00-2:30 p.m. EACH SUNDAY</p>	<p>This is a new series of 26 programs designed to show the people of the United States how their government operates. The series is presented by CBS in cooperation with the U. S. Office of Education.</p>
<p>Adventures in Science 5:45-6:00 p.m. EACH MONDAY</p>	<p>Watson Davis interviews prominent scientists on these programs presented in cooperation with Science Service, Inc.</p> <p>JUNE 5: Dr. Carl D. Anderson of the California Institute of Technology, discusses cosmic rays and his discovery, the positron, fundamental atom particle.</p> <p>JUNE 12: Dr. G. W. Kenrick, physicist at the University of Puerto Rico, clarifies problems of radio waves and transmission.</p> <p>JUNE 19: Professor Samuel W. Fernberger, psychologist of the University of Pennsylvania, gives four practical rules to aid effective thinking, in his speech on thinking correctly.</p>
<p>Of Men and Books 5:15-5:30 p.m. EACH WEDNESDAY</p>	<p>Representative T. V. Smith (D) of Illinois takes over this series with a new and clever idea for book reviewing, during which he reviews the book as critic and Professor of Philosophy, and then attacks or praises it as a Congressman. Dealing mostly with history and biography, Smith begins the new series with Charles A. and Mary Beard's "America in Mid-Passage."</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

PROGRAM AND TIME	DESCRIPTION
<p>What Price America? 5:30-6:00 p.m. EACH SATURDAY</p>	<p>The story of the natural resources of America—their original abundance, gradual depletion and present efforts at conservation—is told through dramatizations presented by CBS in cooperation with the U. S. Dept. of Interior.</p>
<p>Highways to Health 5:30-5:45 p.m. EACH TUESDAY</p>	<p>The New York Academy of Medicine arranges these medical talks for the layman. Dr. J. Galdston, executive secretary of the Medical Information Bureau, is in charge.</p> <p>JUNE 6: Dr. Ernst P. Boas, associate physician Mt. Sinai Hospital: "A Community Program for the Care of Patients."</p> <p>JUNE 13: Dr. Louis F. Bishop, Jr., associate visiting physician, Bellevue Hospital: "Hobbies for Invalid Children."</p> <p>JUNE 20: Dr. Robert K. Lambert, associate attending ophthalmologist, Mt. Sinai: "Are My Glasses Good Glasses?"</p> <p>JUNE 27: Dr. Charles Hendee Smith, professor of pediatrics, N. Y. U. Medical School: "Tuberculin Test and Its Significance."</p>
<p>Men Behind the Stars 5:45-6:00 p.m. EACH FRIDAY</p>	<p>The lives and discoveries of astronomers throughout the ages are dramatized in this series, presented by Prof. William H. Barton Jr., of the Hayden Planetarium, and Hans Christian Adamson of the American Museum</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>Columbia Broadcasting Symphony 3:00-4:00 p.m. EACH SUNDAY</p>	<p>Howard Barlow, brilliant director of the Columbia Broadcasting Symphony, this month continues his fourth season of Sunday afternoon concerts on CBS.</p> <p>JUNE 4: <i>Amadeo de Filippi</i>: Concerto Grosso; <i>Debussy</i>: Danse Sacree et Danse Profane; <i>Mozart</i>: Symphony No. 41 ("Jupiter").</p> <p>JUNE 11: <i>Handel</i>: Oboe Concerto, MITCHELL MILLER, soloist; <i>Franck</i>: Les Eolides; <i>Mendelssohn</i>: "Reformation" Symphony.</p> <p>JUNE 18: <i>Ravel</i>: "Mother Goose" Suite; <i>Goldmarck</i>: "Rustic Wedding" Symphony.</p> <p>JUNE 25: <i>Handel</i>: Concerto Grosso No. 2; <i>Mozart</i>: Eine Kleine Nachtmusik; <i>Ives</i>: Largo for Strings; <i>Tchaikowsky</i>: Serenade for Strings.</p>
<p>The Hour of Musical Fun 6:00-6:30 p.m. EACH SUNDAY STARTING JUNE 4</p>	<p>This new program, whose keynote is informality, tests the musical erudition of four listeners each week. Ted Scott acts as MC, Frank Macaluso as judge, David Ross as intermediary, and Alexander Semmler as pianist.</p>
<p>From the Organ Loft 9:00-9:25 a.m. EACH SUNDAY</p>	<p>Julius Mattfeld, outstanding concert organist and director of the CBS Music Library, is soloist on these programs of organ music.</p>
<p>Columbia Chamber Orchestra FRIDAY, 3:30-4:00 p.m.</p>	<p>Howard Barlow, Columbia's noted conductor, leads the Columbia Chamber Orchestra in this series of Friday afternoon concerts.</p>
<p>United States Army and Marine Bands THURSDAY, FRIDAY, 3-3:30 p.m.</p>	<p>Band music is played each Thursday and Friday on Columbia in half-hour programs by the United States Army and Marine Bands.</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Ohio State University Concerts MONDAY, 3:00-4:00 p.m.</p>	<p>Symphony, choral, chamber and band music performed by musical units of Ohio State University, is heard each Monday on CBS. On June 5th, the University Symphonic Choir Lewis H. Diercks, director; the University String Quartet, George E. Hardesty, director, and the University Chorus and Orchestra will perform.</p>
<p>Mid-Western Music Camp Series MONDAY, 3:00-4:00 p.m. BEGINNING JUNE 26</p>	<p>The annual mid-Western Music Camp Series at University of Kansas, Lawrence, Kansas will be heard on Mondays, beginning June 26th. Orchestra and band concerts will be featured.</p>
<p>Exploring Music 5:00-5:15 p.m. EACH MONDAY</p>	<p>Bernard Herrmann, brilliant young CBS conductor, directs the Columbia String Orchestra this month in shorter symphonic works.</p>
<p>Choral Programs <i>Various hours</i> JUNE 3 AND 17</p>	<p>JUNE 3: University of Florida Glee Club, John W. De Bruyn, director (3-3:15 p.m.). JUNE 17: YMCA of Macon, Ga. broadcasting from the World's Fair (11-11:15 a.m.).</p>
<p>Story of the Song 3:30-4:00 p.m. EACH TUESDAY</p>	<p>Each week outstanding singers of the concert stage are presented in selections from the treasury of songs in English. Genevieve Rowe soprano; Ruth Carhart, contralto; William Perry, tenor and Hubert Hendrie, baritone.</p>
<p>Musical Album 5:00-5:30 p.m. EACH TUESDAY</p>	<p>Bernard Herrmann conducts the Columbia String Orchestra each Tuesday afternoon in programs featuring the shorter classical works.</p>

**DRAMATIC
SERIES**

PROGRAM AND TIME	DESCRIPTION
<p>Norman Corwin's "Words Without Music" 4:00-4:30 p.m. EACH SUNDAY</p>	<p><i>Words Without Music</i> was introduced in a Columbia Workshop performance. Directed by Norman Corwin, these unusual programs experiment with the drama of words and aim to vitalize poetry for a larger audience. On June 25th Mr. Corwin repeats his original verse drama, "Seems Radio Is Here to Stay."</p>
<p>The Columbia Workshop 10:30-11:00 p.m. EACH MONDAY</p>	<p><i>The Columbia Workshop</i>, now in its third year, presents unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of the art.</p> <p>JUNE 5: "High Boy," by Eustace Wyatt: directed by Earle McGill.</p> <p>JUNE 12: "Handful of Dust," by Evelyn Waugh; adapted by James and Elizabeth Hart; directed by Brewster Morgan.</p> <p>JUNE 19: "Listen To a Story"—two short stories adapted and directed by Norman Corwin.</p> <p>JUNE 26: "The Taming of the Shrew," by William Shakespeare; directed by George Zachary.</p>
<p>Ray Collins in "County Seat" 7:30-8:00 p.m. EACH SATURDAY</p>	<p>Ray Collins, one of radio's foremost actors, stars in this new dramatic series as "Doc" Hackett, small town druggist. The story of "County Seat" is written by Milton Geiger.</p>

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
<p>Church of the Air 10:00-10:30 a.m. 1:00-1:30 p.m. EACH SUNDAY</p>	<p>The <i>Church of the Air</i> is presenting its 8 consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.</p>
	<p><i>JUNE 4: Morning</i>—Rev. A. T. Dorf, Ph.D., O.S.A., Pastor, Savior's Danish Lutheran Church, Brooklyn.</p> <p><i>Afternoon</i> — Rev. Cornelius P. Muysker, Pastor, Fourth Reformed Church in America, Philadelphia (Dutch Reformed).</p>
	<p><i>JUNE 11: Morning</i>—Rev. Frederic J. Fleming, D.D., LL.D., S.T.D., Rector, Trinity Church, New York (Episcopalian).</p> <p><i>Afternoon</i> — Rev. Aloysius F. Coogan, National Society for the Propagation of the Faith (Catholic).</p>
	<p><i>JUNE 18: Morning</i>—Rev. Truman B. Douglas, Pastor, Pilgrim Congregational Church, St. Louis.</p> <p><i>Afternoon</i> — Rabbi Max K. Klein, Adath Jeshurun Congregation, Philadelphia.</p>
	<p><i>JUNE 25: Morning</i>—Rev. Kyle Haselden, Pastor, Waburton Avenue Baptist Church, Yonkers.</p> <p><i>Afternoon</i> — Very Rev. Joseph M. Marlin, C.P.P.S., Provincial, Society of the Precious Blood (Catholic), Carthagen, Ohio.</p>

**RELIGIOUS
BROADCASTS**

PROGRAM AND TIME	DESCRIPTION
<p>Wings Over Jordan 10:30-11:00 a.m. EACH SUNDAY</p>	<p>This program of spirituals and religious talks is presented by a Negro choir of 35 voices from Cleveland and by outstanding Negro leaders and educators.</p> <p>JUNE 4: Dr. Theo R. Speigner, President Martin Luther Institute, Tuscaloosa, Ala.</p> <p>JUNE 11: Mrs. Lucy M. Hughes, President Woman's Home and Foreign Missionary Society of A. M. E. Church, Cameron, Texas.</p> <p>JUNE 18: Rev. Carlyle F. Stewart, Pastor St. Peter A. M. E. Church, Minneapolis, Minn.</p> <p>JUNE 25: Mary McLeod Bethune, President Bethune Cookman School, Daytona Beach, Fla.</p>

**CHILDREN'S
PROGRAMS**

<p>"March of Games" 5:45-6:00 p.m. TUESDAY AND THURSDAY</p>	<p>Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded.</p>
<p>"Let's Pretend" 12:30-1:00 p.m. EACH SATURDAY</p>	<p>The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors. These dramas have been a Columbia children's feature for nine years. The program has already been awarded four prizes this year.</p>

CBS SUSTAINING PROGRAMS

PERSONALITIES

PROGRAM AND TIME	DESCRIPTION
<p>Richard Maxwell 9:00-9:15 a.m. MONDAY THRU SATURDAY</p>	<p>Richard Maxwell presents six programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose accompanies the songs of the CBS tenor.</p>
<p>Outdoors with Bob Edge 5:30-5:45 p.m. EACH THURSDAY</p>	<p>Bob Edge, popular young sportsman, is heard in this series of informal talks dedicated to hunting and fishing enthusiasts.</p>
<p>Major Bowes' Capitol Family 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the Dalton Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herma, xylophonist, and Waldo Mayo's Orchestra.</p>
<p>Ray Block's Varieties 4:15-4:45 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these variety programs, assisted by guest vocalists and rhythm groups.</p>
<p>Al Bernard's Merry Minstrels TUESDAY, 4:15-4:45 p.m.</p>	<p>A streamlined, modern version of the old-time minstrel show. Al Bernard, long a headliner in this field of entertainment, is starred.</p>
<p>National Hillbilly Champions 10:00-10:30 a.m. EACH SATURDAY</p>	<p>Hillbilly music, performed by the nation's leading mountaineer group, Pappy Cheshire's National Hillbilly Champions, is heard each Saturday morning from station KMOX.</p>
<p>"It Goes Like This -" 2:30-3:00 p.m. EACH SUNDAY</p>	<p>Ruth Carhart, Barry Wood, the Four Clubmen and an orchestra all join in reminding you how the song hits of the day go.</p>

LIGHT MUSIC

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION																		
<p>Buddy Clark's "Musical Weekly" 7:30-8:00 p.m. EACH FRIDAY</p>	<p>Buddy Clark, Columbia's baritone star, acts as MC and editor of his weekly, with able assistance from Nan Wynn, Joe Sodja, guitarist, and Leith Stevens' music.</p>																		
<p>CBS Vocalists Various hours MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:</p> <table data-bbox="790 725 1224 872"> <tr> <td>Clyde Barrie</td> <td>Doris Rhodes</td> </tr> <tr> <td>Ruth Carhart</td> <td>Genevieve Rowe</td> </tr> <tr> <td>Audrey Marsh</td> <td>Jack Shannon</td> </tr> <tr> <td colspan="2" style="text-align: center;">Barry Wood</td> </tr> </table>	Clyde Barrie	Doris Rhodes	Ruth Carhart	Genevieve Rowe	Audrey Marsh	Jack Shannon	Barry Wood											
Clyde Barrie	Doris Rhodes																		
Ruth Carhart	Genevieve Rowe																		
Audrey Marsh	Jack Shannon																		
Barry Wood																			
<p>Deep River Boys, Eton Boys, Four Clubmen Various hours</p>	<p>These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.</p>																		
<p>Dance Orchestras Various hours MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for June:</p> <table data-bbox="783 1302 1193 1633"> <tr> <td>Van Alexander</td> <td>Henry King</td> </tr> <tr> <td>Charles Baum</td> <td>Kay Kyser</td> </tr> <tr> <td>Cab Calloway</td> <td>Enoch Light</td> </tr> <tr> <td>Del Courtney</td> <td>Matty Malneck</td> </tr> <tr> <td>Jack Fulton</td> <td>Jack Marshard</td> </tr> <tr> <td>Jan Garber</td> <td>Carlos Molina</td> </tr> <tr> <td>George Hamilton</td> <td>George Olsen</td> </tr> <tr> <td>Sammy Kaye</td> <td>Phil Spitalny</td> </tr> <tr> <td colspan="2" style="text-align: center;">Ted Weems</td> </tr> </table>	Van Alexander	Henry King	Charles Baum	Kay Kyser	Cab Calloway	Enoch Light	Del Courtney	Matty Malneck	Jack Fulton	Jack Marshard	Jan Garber	Carlos Molina	George Hamilton	George Olsen	Sammy Kaye	Phil Spitalny	Ted Weems	
Van Alexander	Henry King																		
Charles Baum	Kay Kyser																		
Cab Calloway	Enoch Light																		
Del Courtney	Matty Malneck																		
Jack Fulton	Jack Marshard																		
Jan Garber	Carlos Molina																		
George Hamilton	George Olsen																		
Sammy Kaye	Phil Spitalny																		
Ted Weems																			

ADDENDA: MAY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *May* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

THE EUROPEAN SITUATION

Tuesday, May 2

GENEVA-NEW YORK WORLD'S FAIR: The formal opening of the League of Nations Pavilion was marked with speeches by Secretary of Agriculture Henry Wallace and Commissioner General Adrian Pelt from the World's Fair and by Secretary General Joseph Avenol from Geneva, 4:15 - 4:45 p.m.

Friday, May 5

WARSAW: Foreign Minister Josef Beck delivered Poland's answer to German demands, with Ludwig Krzyzanowski of the Polish consulate acting as translator in New York, 6:15-7 a.m. His talk was preceded by news bulletins, 6-6:15 a.m.

ROME-BERLIN-GENEVA-LONDON-PARIS-NEW YORK: A CBS roundup of six world news centers that evening included Cecil Brown, INS correspondent, from Rome; George E. Kidd of the UP, from Berlin; William L. Shirer, CBS reporter, from Geneva; a two-way conversation between Edward R. Murrow in London and Thomas Grandin and Pierre de Lannx in Paris, and Mr. Kaltenborn in New York, 7:30-8 p.m.

Sunday, May 7

WARSAW-GENEVA-PARIS-LONDON-WASHINGTON: A CBS roundup of five capitals presented "The World Today" as seen by Frank Smothers, *Chicago Daily News* reporter, in Warsaw; William L. Shirer in Geneva; Thomas Grandin, in Paris; Edward R. Murrow, in London and Albert Warner in Washington, 5-5:30 p.m.

Sunday, May 21

LONDON-GENEVA-WASHINGTON-NEW YORK: News of the world came from Edward Murrow in London, William L. Shirer in Geneva, Albert Warner in Washington and Bob Trout in New York, 5-5:30 p.m.

Sunday, May 28

LONDON-GENEVA-WASHINGTON-NEW YORK: The same quartet of reporters broadcast later developments from the same four capitals a week later, 5-5:30 p.m.

THE ROYAL VISIT

MAY 13: CBS relayed a broadcast from H.M.C.S. *Saguenay*, bearing the King and Queen of England to Canadian shores, 9-9:15 a.m.

MAY 11: Douglas Reed, former correspondent of the *London Times* and Albert Warner, CBS reporter spoke from the British and American capitals respectively on the impending royal visit, 5-5:15 p.m.

MAY 17: The arrival of their Majesties at Quebec was heard over CBS from 11:15-11:30 a.m. The King's speech at the State Luncheon at Chateau Frontenac was heard, 2:15-2:30 p.m. Bob Trout gave a resume of the royal pair's activities on their first day, 5:30-5:45 p.m.

MAY 18: The arrival of their Majesties at the Montreal Stadium was broadcast, 3:30-1 p.m.

MAY 20: The laying of the corner-stone of the new Supreme Court building at Ottawa by Queen Elizabeth was heard, 11:30-11:45 a.m.

MAY 21: The dedication and unveiling of the National War Memorial at Ottawa was performed by King George, 2:45-3:30 p.m.

MAY 22: The running of the King's Plate was described from Woodbine Park, Toronto, 3:15-3:45 p.m.

MAY 24: The Empire Day message was delivered by King George at Winnipeg, 2:15-3:15 p.m.

MAY 30: The fourth speech of King George to be heard over CBS since his arrival was made at Victoria, British Columbia, 6:30-6:45 p.m.

PUBLIC AFFAIRS

MAY 9: Lin Yu-Tang, author of "The Importance of Living" and "My Country and Its People," addressed the World Congress of Writers at the World's Fair, 1-1:15 p.m. Philip Murray, vice-president of the C.I.O., gave his reasons "Why the Wagner Act Should Not Be Amended," 10:45-11 p.m.

MAY 13: Andre Kostelanetz, CBS conductor, spoke before a Congressional Committee hearing in behalf of a commemorative stamp for Stephen Foster, 9:45-10 a.m.

John W. Studebaker, U. S. Commissioner of Education and Theodore T. Hayes, U. S. Commissioner at the New York World's Fair, joined in a salute to Columbia's new "Democracy in Action" series, 4-4:15 p.m. Representative Dewey Short (R) of Missouri spoke about "WPA Foibles," 10:45-11 p.m.

MAY 14: The New York World's Fair and the Swiss National Exhibition in Zurich exchanged greetings, with Leland Harrison, U. S. Minister to Switzerland, William L. Shirer, CBS Central European representative and Dr. Emil Kloeti, Mayor of Zurich, speaking from Switzerland, and Dr. Vietor Nef, Swiss Commissioner General to the World's Fair, being heard from here, 1:30-2 p.m.

MAY 15: Attorney General Frank Murphy chose "Civil Liberties" as his topic before the Conference of Mayors, held at the Waldorf-Astoria, 2:45-3 p.m.

MAY 16: The question of "Neutrality" was discussed by Senator Henrik Shipstead (F-L) of Minnesota, 10:45-11 p.m.

MAY 21: "Solution of the Agricultural Problem" was debated by Senator Edwin C. Johnson (D) of Colorado and Representative William Lemke (Non-Partisan) of North Dakota, 1:30-2 p.m.

Secretary of State Cordell Hull opened National Foreign Trade week with a broadcast from Washington, 8:45-9 p.m.

William Green, president of the A F of L spoke about "Labor's Present-Day Problems" in a reply to Philip Murray's speech of May 9, 10:45-11 p.m.

MAY 22: "The Retailer and the National Life" was the topic of Secretary of Commerce Harry L. Hopkins before the National Retail Federation Conference, 2:45-3:15 p.m.

MAY 23: Representative Bruce Barton (R) of New York spoke of "Jobs and the National Debt," 6:45-7 p.m.

MAY 25: An anniversary testimonial to Monsignor John J. Ryan was broadcast from Washington, 7:15-7:30 p.m.

MAY 27: Representative J. William Ditter (R) of Pennsylvania, took Columbia's audience into "The Land of Make-Believe," 10:45-11 p.m.

Admiral William D. Leahy, who succeeds Blanton Winship as Governor of Puerto Rico, in July, spoke from Washington, 10:45-11 p.m.

MAY 29: Secretary of the Treasury Henry Morgenthau, Jr. addressed the graduating class of the U. S. Coast Guard Academy at New London, Conn., along with Assistant Secretary Stephen B. Gibbons, Captain E. D. Jones, academy superintendent, and Rear Admiral R. R. Waesche, the commandant. 3-3:30 p.m.

MAY 30: Representative Oscar Youngdahl (R) of Minnesota gave his suggestions for "Keeping America Out of War," 10:45-11 p.m.

SPECIAL EVENTS

MAY 6: Columbia carried a broadcast direct from the main deck of the U.S.S. "New York," at pier in the Hudson River off 72nd Street, 12:15-12:30 p.m.

MAY 13: Jan Garber and his orchestra helped to dedicate Columbia's new "Radio Center", on Capitol Hill, in Albany, location of affiliated station WOKO, 11:30-12 midnight.

MAY 14: Mrs. Elias Compton of Wooster, Ohio, choice of the Golden Rule Foundation for American Mothers of 1939, was introduced to the radio audience by Mrs. Carrie Chapman Catt. Charles V. Vickrey, Foundation president, was master of ceremonies, and Mrs. William Dick Sporborg, committee chairman, spoke, 4-4:30 p.m.

MAY 16: The "Flying Hutchinsons" reported to the nation via Columbia from Rio de Janeiro, Brazil, on their flight over the Western Hemisphere, 5:15-5:30 p.m.

MAY 20: The "Big 10" track and field championships were described again for Columbia's listeners by Ted Husing, aided by Jimmy Dolan, 3-4 and 4:45-5 p.m.

MAY 22: Orson Welles read the prize winning poem for the New York World's Fair from the Federal Building, being introduced by Mrs. Hugh Bullock, American Academy of Poets president. Sir Louis Beale, British Commissioner General to the Fair, read a special message from John Masefield, 4:15-4:30 p.m.

Dr. Herbert G. Eberhardt, president of the International Union of Gospel Missions spoke in connection with their 26th annual convention, 5:30-5:45 p.m.

MAY 25: H. C. Christensen, Ray A. Whidden and Dr. Robert L. Swain participated in a broadcast on First Aid Week from Chicago, 10:45-11 p.m.

MAY 31: The first preview of the International Polo Matches was conducted by Ted Husing, 5:30-5:45 p.m.

The story of the St. Louis Municipal Opera was dramatized at the annual dinner of the opera's guarantors, with Nancy McCord as soloist, 12-12:30 a.m.

THE SUBMARINE DISASTER

The sinking of the U. S. Submarine *Squalus* off the coast of Portsmouth, N. H., on May 23, was reported by Columbia at 2:46 p.m. Following the news flash the Public Affairs department of Columbia rushed men to the scene to report the disaster and the progress of rescue efforts to the nation. John Fitzgerald of the Public Affairs department, Bob Trout, CBS special events reporter, and John Knel and Ken Ovington, of station WEEL, Boston, established headquarters in the press offices at Portsmouth, where all special broadcast arrangements were made. Columbia had a boat, the *Swan*, equipped with radio apparatus, and descriptions of the descent of the divers, and the great rescue bell, which successfully brought the 33 survivors to the surface and safety, were broadcast at the spot. Beside the Columbia staff, Navy officials were heard from the Portsmouth Navy Yard, and interviews with Navy Department officials came from Columbia's Washington station WJSV.

The complete coverage follows:

TUESDAY, MAY 23:

2:46:40-2:47:20 p.m. News bulletin.

3:01:57-3:05:13 p.m. News bulletin.

4:15-4:19:47 p.m. News roundup on submarine disaster.

4:23:42-4:29 p.m. News bulletin.

4:29:10-4:29:17 p.m. News bulletin.

4:56:30-4:56:40 p.m. News bulletin.

5:30-5:45 p.m. Albert Warner, CBS Washington correspondent, interviewed officials of the Navy Department, over station WJSV, Washington.

6:30-6:38 p.m. First Program from Portsmouth, N. H. Description of the activity around the Portsmouth Navy Yard.

12:49:36-12:51:53 a.m. News bulletin.

WEDNESDAY, MAY 24:

9:00-9:15 a.m. Program from Portsmouth, N. H.

10:59:30-11:01:53 a.m. Program from Portsmouth, N. H.

11:59:49-12:02:08 p.m. Program from Portsmouth, N. H.

1:44:50-1:47:25 p.m. Program from Portsmouth, N. H.

4:00-4:15 p.m. Program from Portsmouth, N. H.

7:30-7:31:15 p.m. News bulletin.

8:30-8:34:56 p.m. Program from Portsmouth, N. H.

11:15-11:30 p.m. Program from Portsmouth, N. H.

12:40 a.m. News bulletin.

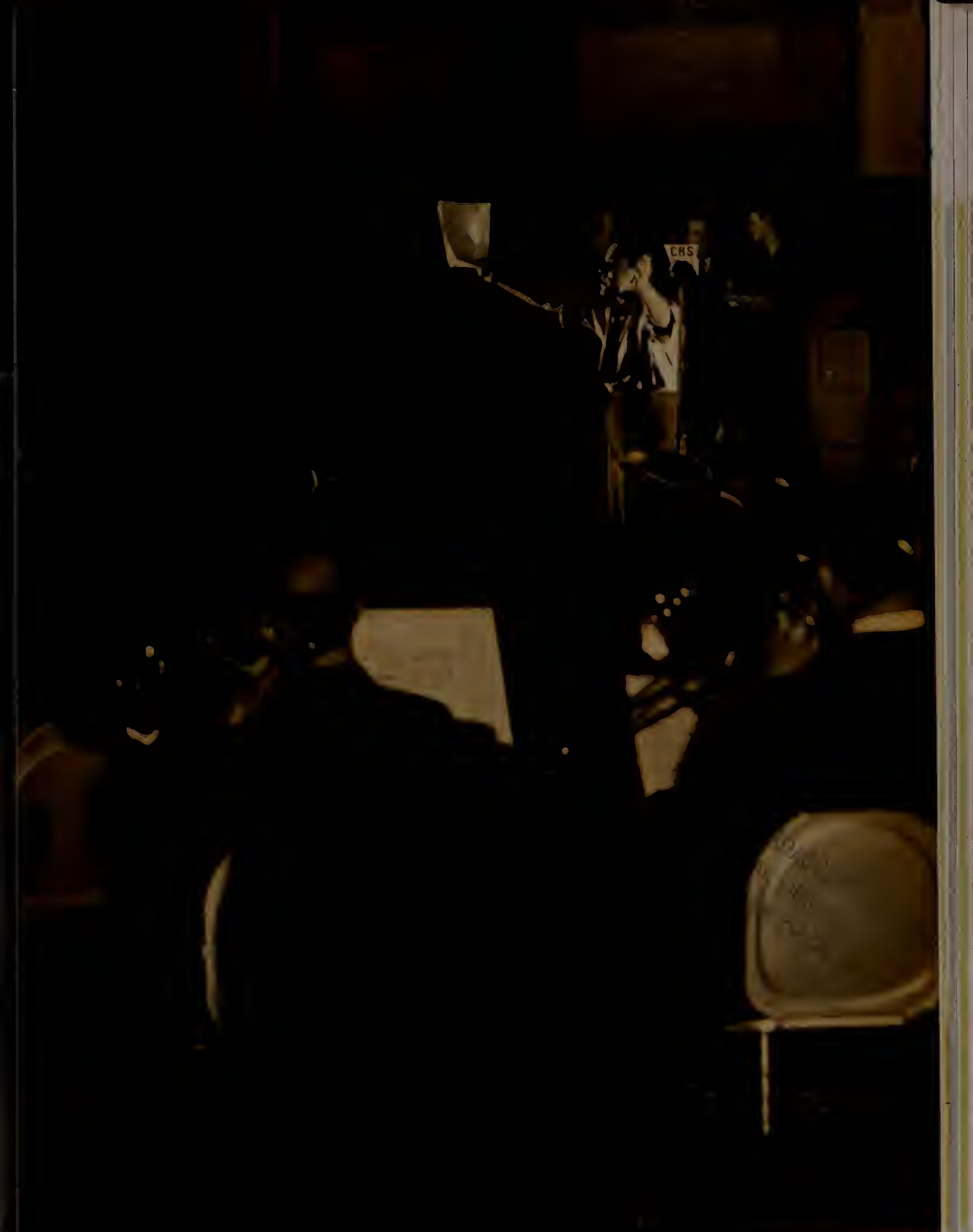
12:58 a.m. News summary.



NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
170 WEST 67TH STREET, NEW YORK, N. Y.

THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Ave., New York • 182 Tremont St., Boston • 1622 Chestnut St., Philadelphia • 410 North Michigan Ave., Chicago • 902 Fisher Bldg., Detroit • 4118 Plankinton Arcade Bldg., Milwaukee • Mart Bldg., St. Louis • Hotel Alhus, Cincinnati • 625 Second Ave., South, Minneapolis • Wilder Bldg., Charlotte, N. C. • 817 Earle Bldg., Washington • Columbia Sq., Hollywood • Palace Hotel, San Francisco • 14 Langham Pl., W.1, London



Archibald MacLeish's "The Fall of the City" is heard again in the Columbia Workshop Festival (see page 26)

CBS PROGRAM BOOK • JULY, 1939

JUL 1939
NATIONAL BROADCASTING COMPANY,
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 22

WABC SPONSORED PROGRAMS: pp. 23 to 24

CBS SUSTAINING PROGRAMS: pp. 25 to 46

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

INDEX: COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:
Plymouth, Dodge, DeSoto,
Chrysler motor cars Page 5

FORD MOTOR COMPANY:
Ford, Lincoln, Lincoln Zephyr,
Mercury Page 7

UNITED STATES RUBBER COMPANY:
Tires and Rubber Products Page 19

● CIGARETTES & TOBACCO

AMERICAN CIGARETTE AND CIGAR COMPANY:
Pall Mall Cigarettes Page 3

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes Page 3

BROWN & WILLIAMSON TOBACCO CORP.:
Wings Cigarettes Page 21

LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes Page 13

PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes Page 15

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
Prince Albert Tobacco Page 19

U. S. TOBACCO COMPANY:
Dill's Best,
Model Smoking Tobacco Page 19

● CONFECTIONERY

EI CLID CANDY COMPANY:
Candy Bars Page 21

WM. WRIGLEY JR. COMPANY:
Wrigley's Doublemint Gum,
Wrigley's Spearmint Gum Page 19

● DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics Page 3

ANACIN COMPANY:
Anacin Page 3

BAYER COMPANY:
Bayer Aspirin Page 3

CAMPANA SALES COMPANY:
Italian Balm, Dreskin,
Coolies. D.D.D. Page 5

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
Colgate Tooth Powder,
Palmolive Soap Pages 5 and 7

DUART MANUFACTURING COMPANY:
"Creme of Milk" Face Cream,
Lotion, Lipstick, Cosmetics Page 21

INTERNATIONAL CELLUCOTTON
PRODUCTS COMPANY:
Kleenex Page 11

KOLYNOS COMPANY:
Kolynos Toothpaste Page 11

LADY ESTHER COMPANY:
Cosmetics Page 11

THE LAMBERT COMPANY:
Listerine Products,
Prophylactic Brushes Page 11

LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lux Toilet Soap,
Lifebuoy Pages 11 and 13

NOXZEMA CHEMICAL COMPANY:
Noxzema Page 15

THE PROCTER & GAMBLE COMPANY:
(See also Laundry Soaps; Foods)
Ivory Soap, Drene, Teel Page 17

SOFENZ SALES CORPORATION:
Sofenz Face Cream Page 21

JOHN H. WOODBURY, INC.:
Woodbury's Powder,
Soap and Cream Page 19

WYETH CHEMICAL COMPANY:
Hill's Nose Drops Page 19

FOODS & BEVERAGES

BOWEY's, INC.:
Dari-Rich Products Page 5

CAMPBELL SOUP COMPANY:
Campbell's Soups,
Beans, and Tomato Juice. Page 5

CALIFORNIA FRUIT GROWERS EXCHANGE:
Fruit Pectin Page 21

CONTINENTAL BAKING COMPANY, INC.:
Wonder Bread, Hostess Cake . . . Page 7

GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
Jell-O Ice Cream,
Post Toasties Pages 7 and 9

HAWAIIAN PINEAPPLE COMPANY:
"Dole" Pineapple,
"Dole" Pineapple Juice Page 9

GEO. A. HORMEL & COMPANY:
Hormel Soups and Food Products . Page 9

LEVER BROTHERS COMPANY:
(See also Drugs; Laundry Soaps)
Spry Pages 11 and 13

NEHI CORPORATION:
Royal Crown Cola Page 15

PET MILK SALES CORPORATION:
Pet Evaporated Milk Page 15

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Laundry Soaps)
Crisco Page 17

S & W FINE FOODS, INC.:
Food Products Page 21

SEALTEST, INC.:
Sealtest System of Laboratory Control
of Milk and Ice Cream Page 19

LAUNDRY SOAPS & ACCESSORIES

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Drugs & Toilet Goods)
Concentrated Super Suds Pages 5 and 7

THE CUDAHY PACKING COMPANY:
Old Dutch Cleanser Page 7

GENERAL FOODS CORPORATION:
(See also Foods)
La France, Satina Pages 7 and 9

GRIFFIN MANUFACTURING COMPANY, INC.:
Griffin Shoe Polishes Page 9

LEVER BROTHERS COMPANY:
(See also Drugs; Foods)
Lux Flakes, Rinso Pages 11 and 13

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Foods)
Chipso, Ivory, Oxydol Page 17

LUBRICANTS

AMERICAN OIL COMPANY:
Amoco-Gas, Orange American Gas Page 3

ETHYL GASOLINE CORPORATION:
"Ethyl" Gasoline Page 7

GULF OIL CORPORATION:
Motor Oil and Gas Page 9

THE PURE OIL COMPANY:
Petroleum products Page 17

RIO GRANDE OIL, INC.
Petroleum products Page 21

MISCELLANEOUS

PERSONAL FINANCE COMPANY:
Personal Loan Service Page 15

PRUDENTIAL INSURANCE COMPANY
OF AMERICA:
Insurance Services. Page 17

WILMINGTON TRANSPORTATION COMPANY:
Santa Catalina Island Summer
Resort. Page 21

All time listed on the following pages is current New York time unless otherwise indicated.

CBS SPONSORED PROGRAMS

AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cosm
AMERICAN CIGARETTE & CIGAR COMPANY	Pall Mall Cigarettes
AMERICAN OIL COMPANY	Amoco-Gas Orange American Gas
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin

PROGRAM	TIME	AGENCY	WEEKS
The Romance of Helen Trent <i>Serial drama</i> (also A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30-12:45 p.m. 30 CBS stations ORIGINATES: WBRM	Blackett-Sample-Hummert, Inc.	290 Weeks
Music by Malneck with Matty Malneck's Orchestra <i>Musical</i>	Thursday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 52 CBS stations ORIGINATES: KNX	Young & Rubicam, Inc.	4 Weeks
The Human Side of the News, Edwin C. Hill <i>News</i>	Mon. thru. Fri. 6:05-6:15 p.m. <i>Rebroadcast</i> 11:05-11:15 p.m. 42 CBS stations ORIGINATES: WABC	The Joseph Katz Company	47 Weeks
Our Hit Parade Mark Warnow's Orchestra, Guy Ross, Raymond Scott's Sextet, Kay Lorraine and the Big Smiths <i>Popular music and vocalists</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid. 12:45 a.m. 97 CBS stations ORIGINATES: WABC	Lord & Thomas	165 Weeks
Mr. Gal, Sunday <i>Serial drama</i> (also KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45-1:00 p.m. 31 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	126 Weeks
Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i>	Tuesday 7:30-8:00 p.m. 30 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	407 Weeks

These figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

BOWEY'S, INC.	Dari-Rich Products
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Concentrated Super Suds Palmolive Soap

PROGRAM	TIME	AGENCY	WEEKS
Boys and Rhythm with Todd Hunter, reporter; Dave Kal, novachordist and Carl Bengtson's Orchestra <i>Talk and music</i>	Sunday 11:00-11:30 a.m. <i>Rebroadcast</i> 2:30-3:00 p.m. 33 CBS stations ORIGINATES: WBBM	Sorensen & Company	4 Weeks
First Nighter with Barbara Luddy and J. Tremayne <i>Drama at the "Little Theater off Times Square"</i>	Friday 9:30-10:00 p.m. 51 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	74 Weeks
Los 'n' Andy <i>Serial comedy-drama</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 52 CBS stations ORIGINATES: KNX	Ward Wheelock Company	238 Weeks
Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. 78 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	173 Weeks
Art and Marge <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 71 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	173 Weeks
Billtop House starring Bess Johnson <i>Serial drama</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. 74 CBS stations ORIGINATES: WABC		176 Weeks

*The figures indicate the total number of weeks
 in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i>	Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
ETHYL GASOLINE CORP.	"Ethyl" Gasoline
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury
GENERAL FOODS CORPORATION	Jell-O Ice Cream

Stepmother <i>Serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. 25 CBS stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	114 Weeks
Petty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 43 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	223 Weeks
Bachelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunningham, Inc.	235 Weeks
One-Up Time Starring Walter O'Keefe, Andre Kostelanetz's Orchestra, and Guy Thompson's Rhythm Singers and guest stars <i>Comedy and musical variety</i> (This series ends on July 3, beginning August 21)	Monday July 3 only 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 61 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	24 Weeks
Hard Summer Hour With James Melton, Francina White, and Van Voorhees' Orchestra, chorus and the "Rouge Reporter" and guest <i>Musical variety</i>	Sunday 9:00-10:00 p.m. 77 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	274 Weeks
Who, the People With Gabriel Heatter, Harry von Zell and Guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 63 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	227 Weeks

These figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

GENERAL FOODS CORPORATION <i>Continued</i>	Post Toasties La France Satina
GRIFFIN MANUFACTURING COMPANY, INC.	Griffin Shoe Polishes
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
GEORGE A. HORMEL & COMPANY	Hormel Soups and other Food Products

PROGRAM	TIME	AGENCY	ON CBS ★
<p>Steve E. Brown with Frank Gill and Bill Demling, comedians, Paula Winslow, Margaret McCrae, vocalist and Harry Sosnik's Orchestra <i>Comedy and musical variety</i></p>	<p>Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 69 CBS stations ORIGINATES: KNX</p>	<p>Benton & Bowles, Inc.</p>	<p>227 Weeks</p>
<p>Boyce Jordan, Girl Interrupted <i>Serial drama</i></p>	<p>Mon., Wed., Fri. 12:00-12:15 p.m. 40 CBS stations ORIGINATES: WABC</p>	<p>Young & Rubicam, Inc.</p>	<p>21 Weeks</p>
<p>Time to Shine, with Hal Kemp's Orchestra and Guests <i>Musical variety</i></p>	<p>Tuesday 10:00-10:30 p.m. 42 CBS stations ORIGINATES: WABC</p>	<p>Birmingham, Castleman & Pierce, Inc.</p>	<p>31 Weeks</p>
<p>Wulf Musical Playhouse with Erno Rapee, Jane Froman and Jan Peerce <i>Musical</i></p>	<p>Sunday 7:30-8:00 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>Young & Rubicam, Inc.</p>	<p>281 Weeks</p>
<p>Honolulu Bound starring Phil Baker, "Bottle", the Andrews Sisters, and Glyn Murray's Orchestra <i>Comedy and musical variety</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 61 CBS stations ORIGINATES: WABC</p>	<p>Young & Rubicam, Inc.</p>	<p>21 Weeks</p>
<p>What Happened in Hollywood with Martha Mears, John Conte and Reddie Dunstedter's Orchestra <i>Musical variety</i></p>	<p>Mon., Wed., Fri. 11:00-11:15 a.m. 25 CBS stations ORIGINATES: KNX</p>	<p>Batten, Barton, Durstine & Osborn, Inc.</p>	<p>97 Weeks</p>

The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap Rinso

PROGRAM	TIME	AGENCY	WKS. AIR.
er Honor, Nancy James -starring Barbara Weeks and ed Wever <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 40 CBS stations ORIGINATES: WABC	Lord & Thomas	104 Weeks
ur Gal, Sunday <i>Serial drama</i> (see also ANACIN COMPANY)	Thurs. and Fri. 12:45-1:00 p.m. 31 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	393 Weeks
ay Lombardo and His rchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. <i>Beginning July 17,</i> <i>9:30-10:00 p.m.</i> 17 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	290 Weeks
and Central Station <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. 51 CBS stations ORIGINATES: WABC	Lambert & Feasley, Inc.	104 Weeks
ie Lux Radio Theatre th stars of stage and screen <i>Drama; Cecil B. DeMille, director</i> his series ends on July 10, urning September 11)	Monday 9:00-10:00 p.m. 58 CBS stations 26 CBC stations ORIGINATES: KNX	J. Walter Thompson Company	188 Weeks
g Town rring Edward G. Robinson th Claire Trevor <i>Drama</i> his series ends on July 4, urning September 19)	Tuesday, July 4 8:00-8:30 p.m. <i>Rebroadcast</i> <i>11:30-12 a.m.</i> 59 CBS stations 26 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	153 Weeks

*The figures indicate the total number of weeks which the client has used CBS facilities.

Dick Powell

with Martha Raye, Parkyakarkus,
and Gluskin's Orchestra. Guest Stars
Musical variety and comedy
This series ends on July 18,
(turning September 19)

Tuesday, July 11
and 18 only
8:00-9:00 p.m.
Rebroadcast
11:30 p.m. 12:30 a.m.
59 CBS stations
26 CBC stations
ORIGINATES: KNX

Ruthrauff & Ryan, Inc.

153 Weeks

Big Sister

with Ruth Chatterton, Alice Frost
and Martin Gabel
Serial drama

Mon. thru Fri.
11:30-11:45 a.m.
Rebroadcast
2:00-2:15 p.m.
67 CBS stations
26 CBC stations
ORIGINATES: WABC

146 Weeks

Count Jenny's Real Life Stories*Dramatic sketches*

Mon. thru Fri.
11:45-12 noon
Rebroadcast
2:15-2:30 p.m.
60 CBS stations
26 CBC stations
ORIGINATES: WABC

128 Weeks

The Life and Love of Dr. Susan*Serial drama*

Mon. thru Fri.
2:15-2:30 p.m.
Rebroadcast
5:15-5:30 p.m.
63 CBS stations
ORIGINATES: WABC

J. Walter Thompson Co.

20 Weeks

**Paul Whiteman and His
Orchestra**, with Joan Edwards,
Clark Dennis, and The Modernaires
Musical Variety

Wednesday
8:30-9:00 p.m.
Rebroadcast
11:30-12 mid.
92 CBS stations
ORIGINATES: ON TOUR

Newell-Emmett Co., Inc.

337 Weeks

Believe It or Not Ripley*Musical variety*

Friday
10:30-11:00 p.m.
75 CBS stations
ORIGINATES: WABC

Batten, Barton, Durstine &
Osborn, Inc.

14 Weeks

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

SPONSOR	PROGRAM
NOXZEMA CHEMICAL COMPANY	Noxzema
PERSONAL FINANCE COMPANY	Personal Loan Service
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes
THE PROCTER & GAMBLE COMPANY	Teel Drene Oxydol

<p>Professor Quiz with Bob Trout <i>Questions and answers</i></p>	<p>Saturday 8:30-9:00 p.m. 6 CBS stations ORIGINATES: WABC</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>60 Weeks</p>
<p>Doc Barclay's Daughters <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:00-2:15 p.m. 28 CBS stations ORIGINATES: WABC</p>	<p>Blackett-Sample-Hummert, Inc.</p>	<p>86 Weeks</p>
<p>Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor, and Gustav Haenschen's Orchestra and Chorus <i>Musical</i></p> <p>Mary Lee Taylor Home economist <i>Household advice</i></p>	<p>Saturday 9:45-10:15 p.m. 53 CBS stations ORIGINATES: WABC</p> <p>Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 60 CBS stations ORIGINATES: KMOX</p>	<p>Gardner Advertising Company</p>	<p>295 Weeks</p>
<p>Johnny Presents Johnny Green's Orchestra, Dramatized Short Stories, Floyd Sherman, Roger Kinney, Genevieve Rowe, "Beverly", Glenn Cross, Ray Bloch's Swing 14 <i>Musical variety and dramatic interludes</i></p>	<p>Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 54 CBS stations ORIGINATES: WABC</p>	<p>The Biow Company, Inc.</p>	<p>146 Weeks</p>
<p>Knickerbocker Playhouse, with Elliott Lewis and Guest Stars <i>Drama</i></p> <p>The Goldbergs <i>Serial drama</i></p>	<p>Sunday 10:00-10:30 p.m. 57 CBS stations ORIGINATES: WBBM</p> <p>Mon. thru Fri. 1:00-1:15 p.m. 27 CBS stations ORIGINATES: WABC</p>	<p>H. W. Kastor & Sons</p> <p>Blackett-Sample-Hummert, Inc.</p>	<p>239 Weeks</p>

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

<p>THE PROCTER & GAMBLE COMPANY <i>Continued</i></p>	<p>Ivory</p> <p>Chipso</p> <p>Crisco</p> <p>Drene</p> <p>Chipso</p>
<p>PRUDENTIAL INSURANCE COMPANY OF AMERICA</p>	<p>Insurance Services</p>
<p>THE PURE OIL COMPANY</p>	<p>Petroleum Products</p>
<p>R. J. REYNOLDS TOBACCO COMPANY</p>	<p>Camel Cigarettes Prince Albert Smoking Tobacco</p>

<p>Life Can Be Beautiful <i>Serial drama</i></p>	<p>Mon. thru Fri. 1:15-1:30 p.m. 32 CBS stations ORIGINATES: WABC</p>	<p>Compton Advertising, Inc.</p>	
<p>Load of Life <i>Serial drama</i></p>	<p>1:30-1:45 p.m. 27 CBS stations ORIGINATES: WBBM</p>	<p>Pedlar & Ryan, Inc.</p>	
<p>This Day Is Ours <i>Serial drama</i></p>	<p>1:45-2:00 p.m. 35 CBS stations ORIGINATES: WABC</p>	<p>Compton Advertising, Inc.</p>	
<p>Immie Fidler <i>Hollywood news reporter</i> This series ends on July 25, (returning September 12)</p>	<p>Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 56 CBS stations ORIGINATES: KNX</p>	<p>H. W. Kastor & Sons</p>	
<p>Manhattan Mother <i>Serial Drama</i></p>	<p>Mon. thru Fri. 9:30-9:45 a.m. 11 CBS stations ORIGINATES: WBRM</p>	<p>Pedlar & Ryan, Inc.</p>	
<hr/>	<hr/>	<hr/>	<hr/>
<p>When a Girl Marries <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:45-3:00 p.m. 49 CBS stations ORIGINATES: WABC</p>	<p>Benton & Bowles, Inc.</p>	<p>5 Weeks</p>
<hr/>	<hr/>	<hr/>	<hr/>
<p>Kaltenborn Edits the News <i>News Analysis</i></p>	<p>Sun. and Tues. 10:30-10:45 p.m. 35 CBS stations ORIGINATES: WABC</p>	<p>Leo Burnett Company, Inc.</p>	<p>9 Weeks</p>
<hr/>	<hr/>	<hr/>	<hr/>
<p>"Blondie" with Penny Singleton and Arthur Lake <i>Domestic comedy</i> (Starts July 3)</p>	<p>Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 86 CBS stations ORIGINATES: KNX</p>	<p>William Esty & Company, Inc.</p>	<p>313 Weeks</p>
<hr/>	<hr/>	<hr/>	<hr/>
<p>Bob Crosby's Orchestra with Johnny Mercer, singer, and The Bobcats <i>Musical variety</i></p>	<p>Tuesday 9:30-10:00 p.m. 87 CBS stations ORIGINATES: ON TOUR</p>		

Week figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

SEALTEST, INC.	Sealtest System of Laboratory Control of Milk and Ice Cream
UNITED STATES RUBBER COMPANY	Tires and Rubber Products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
JOHN H. WOODBURY, INC.	Woodbury's Powder, Soap and Cream
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum Wrigley's Spearmint Gum
WYETH CHEMICAL COMPANY	Hill's Nose Drops

PROGRAM	TIME	STATION	WEEKS*
Our Family and Mine <i>Serial drama</i>	Mon. thru Fri. 2:30-2:45 p.m. 36 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	9 Weeks
Raymond Paige, Men and a Girl with Guest Vocalists <i>Musical</i>	Friday 9:00-9:30 p.m. 82 CBS stations ORIGINATES: WABC	Campbell-Ewald Company of New York, Inc.	47 Weeks
Model Minstrels with Tom Howard and George Belton, the Eton Boys and Guy Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 53 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	213 Weeks
"The Parker Family", starring Leon Janney <i>Domestic comedy</i> (starts July 7)	Friday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 34 CBS stations ORIGINATES: WABC	Lennen & Mitchell, Inc.	124 Weeks
Gateway to Hollywood <i>Motion-picture talent quest</i>	Sunday 6:30-7:00 p.m. 62 CBS stations ORIGINATES: KNX	Frances Hooper Advertising Agency	270 Weeks
Walter Good Baines <i>Serial drama</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 5:00-5:15 p.m. 66 CBS stations ORIGINATES: WBBM	Neisser-Meyerhoff, Inc.	
The Romance of Helen Trent <i>Serial drama</i> (see also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30-12:45 p.m. 30 CBS stations ORIGINATES: WBRM	Blackett-Sample-Hummert, Inc.	215 Weeks

*The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

**COLUMBIA
PACIFIC
NETWORK**

**BROWN & WILLIAMSON TOBACCO
CORPORATION**

Wings Cigarettes

CALIFORNIA FRUIT GROWERS EXCHANGE

Fruit Pectin

DUART MANUFACTURING COMPANY

"Creme of Milk" Face Cream
Lotion, Lipstick, Cosmetics

S AND W FINE FOODS, INC.

S & W Coffee
S & W Canned Foods

SOFENZ SALES CORPORATION

Sofenz Face Cream

**COLUMBIA
CALIFORNIA
NETWORK**

**EUCLID CANDY COMPANY
OF CALIFORNIA, INC.**

Candy Bars

RIO GRANDE OIL, INC.

Petroleum Products

**WILMINGTON TRANSPORTATION
COMPANY**

Santa Catalina Island
Summer Resort

PROGRAM	TIME	AGENCY	WEEKS
News, Views and Sport Views by Hughes <i>Sports news</i>	Sun., Mon., Wed. and Friday 8:30-8:45 p.m. PST ORIGINATES: KSFO	Russell M. Seeds Co., Inc.	39 Weeks
Walter Wiley <i>News and features</i> (his series ends July 19)	Wednesday 2:00-2:15 p.m. PST ORIGINATES: KNX	Lord & Thomas	7 Weeks
Selling Bee with Tom Breneman (his series ends July 9)	Sunday 7:00-7:30 p.m. PST ORIGINATES: KSFO	Erwin, Wasey & Co.	24 Weeks
Want a Divorce <i>Dramatic sketches</i>	Friday 8:00-8:15 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	37 Weeks
Beauty Secrets <i>Talks</i>	Tuesday 11:30-11:45 a.m. PST ORIGINATES: KNX	Richard F. Connor	6 Weeks
Reliable Ballot Box with Sam Hayes (the people vote)	Monday 7:15-7:30 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	84 Weeks
Selling All Cars <i>Police file dramatizations</i>	Monday 9:00-9:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	291 Weeks
Statina Fun Quiz with Gary Breckner <i>Man-on-street interviews</i>	Mon. thru Fri. 2:15-2:30 p.m. PST ORIGINATES: KNX	Neisser-Meyerhoff, Inc.	6 Weeks

The figures indicate the total number of weeks
in which the client has used CBS facilities.

SPONSORED PROGRAMS

<p>GENERAL MILLS, INC. PROCTER & GAMBLE COMPANY SOCONY-VACUUM OIL COMPANY</p>	<p>Wheaties Ivory Mobiloil and Mobilgas</p>
<p>BOSCO COMPANY</p>	<p>Bosco (Milk Amplifier)</p>
<p>BROWN & WILLIAMSON TOBACCO CORPORATION</p>	<p>Tobacco Products</p>
<p>BULOVA WATCH COMPANY</p>	<p>Bulova Watches</p>
<p>GORDON BAKING COMPANY</p>	<p>Silvercup Bread</p>
<p>LIGGETT DRUG COMPANY, INC.</p>	<p>Fountain Service</p>
<p>MANHATTAN SOAP</p>	<p>Sweetheart Toilet Soap</p>
<p>MELVILLE SHOE COMPANY</p>	<p>Thom McAn Shoes</p>
<p>PACKERS TAR SOAP, INC.</p>	<p>Packers Tar Soap Packers Scalptone</p>
<p>POSTO-PHOTO</p>	<p>Photographic Developing and Enlarging Service</p>

PROGRAM	TIME	AGENCY	ON WABC
All home games of New York Yankees and New York Giants <i>Play-by-play description</i> <i>by Arch McDonald</i>	Mon. thru Fri. Approx. 3:10-5:15 p.m. Sat. Approx. 2:25-4:30 p.m.	Knox-Reeves, Inc. Compton Advertising, Inc. J. Stirling Getchell	10 Weeks
News Program	Mon. thru Sat. 6:00-6:05 p.m.	Kenyon & Eckhardt, Inc.	21 Weeks
Port Review	Mon., Wed., Fri. 6:15-6:30 p.m.	Russell M. Seeds Company	12 Weeks
Time Signals	Mon. thru Sun. 10 Times daily	The Biow Company	512 Weeks
Recording to Hoyt <i>Baseball previews with Waite Hoyt</i>	Mon. thru Fri. 3:00-3:10 p.m. Saturday 2:15-2:25 p.m.	N. W. Ayer & Son, Inc.	10 Weeks
The Morning Almanac, <i>starring Phil Cook</i>	Mon., Wed., Fri. 7:30-7:45 a.m.	Neff-Rogow, Inc.	24 Weeks
Additions in the News	Mon., Wed., Fri. 8:00-8:05 a.m.	Franklin Bruck Advertising Corp.	10 Weeks
Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	30 Weeks
Knackers Sports Review	Tues., Thurs., Sat. 6:15-6:30 p.m.	Stack-Goble Agency	18 Weeks
The Morning Almanac, <i>starring Phil Cook</i>	Mon., Wed., Fri. 7:15-7:30 a.m.	Redfield-Johnstone, Inc.	1 Week

The figures indicate the total number of weeks which the client has used WABC facilities.

CBS SUSTAINING PROGRAMS

The programs "BY COLUMBIA" for JULY are planned within a triple frame of *Interest, Timeliness, and Balance*. This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these nine classifications:

1. DRAMATIC SERIES *Page 26*
2. SPECIAL EVENTS *Page 27*
3. PUBLIC AFFAIRS *Page 29*
4. EDUCATIONAL PROGRAMS *Page 31*
5. SERIOUS MUSIC *Page 34*
6. RELIGIOUS BROADCASTS *Page 36*
7. CHILDREN'S PROGRAMS *Page 38*
8. PERSONALITIES *Page 38*
9. LIGHT MUSIC *Page 39*

- ADDENDA: JUNE PROGRAMS *Page 41*

**DRAMATIC
SERIES**

ADDRESS AND TIME

**Columbia Workshop
Festival**

10:00-10:30 p.m.

EACH THURSDAY, BEG. JULY 6

10:00-11:00 p.m.

THURSDAY, JULY 20

DESCRIPTION

The Columbia Workshop celebrates its third anniversary on the air, with a 13-week Festival, during which eight of the most famous Workshop productions will be revived, and four new radio plays and one new adaptation will be produced. Included among the new plays is William Saroyan's "Radio Play," while Archibald MacLeish's famed "The Fall of the City," first produced on the Workshop will be among the revivals. The Festival also brings back Irving Reis, former Workshop producer, since "gone Hollywood," who will direct and produce three of the plays from that city. An unusual feature of the Festival is that the public will be admitted for the first time to the plays, both in New York and Hollywood. The schedule for July:

JULY 6: "The Half-Pint Flask," by DuBose Heyward; adapted and directed by Irving Reis.

JULY 13: "Never Come Monday," by Eric Knight; adapted by Stephen Fox; directed by William N. Robson.

JULY 20: "John Brown's Body," by Stephen Vincent Benet; adapted and directed by Norman Corwin. (A full-hour broadcast.)

JULY 27: "A Trip to Czardis," by Edwin Granberry; adapted by James and Elizabeth Hart and directed by Brewster Morgan.

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

Continued

The Adventures of Ellery Queen

8:00-9:00 p.m.

EACH SUNDAY

A new series in which the adventures of Ellery Queen and his assistant, Nikki, are dramatized before a jury of four prominent "armchair detectives," who give their opinion on who is guilty before the true solution is enacted. George Zachary directs and produces the program.

Buffalo Summer Theatre

3:30-4:00 p.m.

EACH FRIDAY

The Buffalo Summer Theatre returns to the air with another program of summer stock plays acted by Buffalo's leading players.

Ray Collins in "County Seat"

7:30-8:00 p.m.

EACH SATURDAY

Ray Collins, one of radio's foremost actors, stars in this dramatic series as "Doc" Hackett, a small town druggist. The story of "County Seat" is written by Milton Geiger.

SPECIAL EVENTS

Horse Racing

4:00-4:30 p.m.

SATURDAY, JULY 1, 8, 15, 22, & 29

TUESDAY, JULY 4

MONDAY, JULY 31

Bryan Field begins a heavy month of racing calling for Columbia, with the close of Aqueduct, and the opening of Empire City. On July 1, Field describes the Gazelle Stakes, last started on Long Island until September. Moving to Empire City, Field's schedule for July is:

JULY 4: Demoiselle Stakes.

JULY 8: Fleetwing Stakes.

JULY 15: Empire City Handicap.

JULY 22: Butler Handicap.

JULY 29: Yonkers Handicap.

JULY 31: Opening day at Saratoga.

SPECIAL EVENTS

South Dakota Jubilee Celebration

11:00–11:30 p.m.

SUNDAY, JULY 2

The South Dakota Jubilee Celebration is held at Mt. Rushmore, in the Black Hills, where Gutzon Borglum has completed the carving of the faces of Washington, Jefferson, Lincoln and Theodore Roosevelt out of the solid granite on the mountain's side. Beside Borglum, who is the host, others heard are Governor Harlan J. Bushfield of South Dakota, and William S. Hart, old-time Western film star.

Stars and Stripes Handicap

6:15–6:30 p.m.

TUESDAY, JULY 4

The Stars and Stripes Handicap, feature holiday attraction at the Arlington Park Race Track, near Chicago, is brought to Columbia's fans by announcers Frank Ashley and Ken Ellington of WBBM.

All Star Baseball Game

1:15–3:30 p.m.

TUESDAY, JULY 11

The 7th annual All-Star baseball game, held this year at the Yankee Stadium, in New York, is given the coverage its importance deserves by Columbia. Three announcers, all experienced enthusiasts of the game, report it. The play-by-play is given by Arch McDonald, who this year is calling all the home games of the Yankees and Giants, and France Laux, who does the calling daily at KMOX, for St. Louis fans. The color is handled by Mel Allen, who takes care of the same assignment during the season. This year the teams are being picked by Gabby Hartnett of the Chicago Cubs, and Connie Mack, of the Philadelphia Athletics, to whom Joe McCarthy of the Yankees, waived the honor.

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

Canada Day at the World's Fair

2:30-3:15 p.m.

SATURDAY, JULY 1

Canada Day is celebrated at the New York World's Fair, with speeches from the steps of the Canadian building by Prime Minister William L. MacKenzie King of Canada, Mayor Fiorello H. LaGuardia of New York, Governor Whalen, Fair president, and Edward J. Flynn, U. S. Commissioner-General to the Fair.

Mrs. F. D. Roosevelt

5:00-5:30 p.m.

SUNDAY, JULY 2

Mrs. Franklin D. Roosevelt presents the Spargan Medal to Marian Anderson, renowned Negro singer, as the American Negro who sets the outstanding record of achievement this year. The presentation is made at the 36th annual conference of the National Association for the Advancement of Colored People, held at Richmond, Virginia.

Francis B. Sayre

10:45-11:00 p.m.

SUNDAY, JULY 2

Francis B. Sayre, Assistant Secretary of State, discusses America's commercial policy and trade agreements program, from Washington.

Col. Louis A. Johnson

10:45-11:00 p.m.

TUESDAY, JULY 4

"Democracy and National Defense" is the topic of Col. Johnson, Assistant Secretary of War, speaking before the Institute of Public Affairs, at the University of Virginia.

Herbert Hoover

10:30-11:00 p.m.

THURSDAY, JULY 6

Former President Herbert Clark Hoover speaks before the international convention of Christian Endeavor Societies, being held at the Cleveland Public Hall.

**PUBLIC
AFFAIRS**

<p>DATE AND TIME</p>	<p>DESCRIPTION</p>
<p>Representative Celler 10:45-11:00 p.m. TUESDAY, JULY 11</p>	<p>Representative Emanuel Celler (D) of New York delivers his postponed speech on "The New Alien and Sedition Laws."</p>
<p>Professor Moore 3:30-3:45 p.m. THURSDAY, JULY 13</p>	<p>Professor Herbert Moore of Mount Holyoke College speaks of "Vocation Problems and How to Meet Them," from the convention of the National Federation of Business and Professional Women's Clubs in Kansas City.</p>
<p>John R. Steelman 10:45-11:00 p.m. SUNDAY, JULY 16</p>	<p>John R. Steelman, director of conciliation of the Department of Labor, takes up the subject of "Conciliation."</p>
<p>"Bull Session" 2:00-2:30 p.m. EACH SATURDAY, BEG. JULY 1</p>	<p>Students from a group of mid-western universities hold informal and impromptu discussions on important topics, from Chicago.</p>
<p>"This Week In Washington" SATURDAY, 6:30-6:45 p.m.</p>	<p>Albert Warner, new CBS correspondent in Washington, reviews the important developments in the political scene there.</p>
<p>The World Today 5:00-5:30 p.m. EACH SUNDAY</p>	<p>Columbia's audience hears CBS representatives—Edward Murrow in London, William L. Shirer in Central Europe, Thomas Grandin in Paris and Albert Warner in Washington—report the latest news developments in "The World Today."</p>
<p>"Women in the World of Tomorrow" 12:15-12:30 p.m. EACH SATURDAY</p>	<p>This new series, presented under the auspices of CBS and the Women's National Radio Committee, features outstanding women.</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

CBS ADULT EDUCATION BOARD

The programs on this page are presentation of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman	SPENCER MILLER, JR.
STRINGFELLOW BARR	RUTH BRYAN ROHDE
WILLIAM BENTON	THOMAS V. SMITH
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT
ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

Americans at Work

7:00-7:30 p.m.

EACH SATURDAY

Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and workshops throughout the land. The July schedule:

JULY 1: Librarian.

JULY 8: Model.

JULY 15: Lumber Worker.

JULY 22: Tugboat Captain.

JULY 29: Musical Instrument Maker.

The People's Platform

7:30-8:00 p.m.

EACH WEDNESDAY

Following the program of July 5 from San Francisco, which has Senator Elbert D. Thomas (D) of Utah and Representative Noah Mason (R) of Illinois, discussing "Can It Happen Here?" "The People's Platform" returns to the East. On July 12 "A Third Term for President" will be taken up, followed on July 19 by the question: "Do We Need a Federal Arts Program?" Lyman Bryson continues as director of the series.

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>Democracy in Action 2:00-2:30 p.m. EACH SUNDAY</p>	<p>This is a new series of 26 programs designed to show the people of the United States how their government operates. The series is presented by CBS in cooperation with the U. S. Office of Education.</p>
<p>Adventures in Science 5:45-6:00 p.m. EACH MONDAY</p>	<p>Watson Davis interviews prominent scientists on these programs presented in cooperation with Science Service, Inc.</p> <p>JULY 3: Dr. Reuben T. Shaw, president of the National Education Association and head of the science department of the Northeast High School, Philadelphia, discusses science's place in schools and daily life in an address entitled "More Exact Knowledge," from the NEA meeting in San Francisco.</p> <p>JULY 10: Dr. Vern O. Knudsen, professor of Physics and dean of Graduate Study, University of California, discusses "The Conquest of Noise."</p>
<p>National Education Association Convention 3:00-3:30 p.m. 6:45-7:00 p.m. TUESDAY, JULY 4</p>	<p>"Crisis in Czechoslovakia," written by A. Murray Dyer for Columbia's "American School of the Air" program, is re-enacted before 8,000 educators at the NEA convention in San Francisco. In a later broadcast that day, five prominent people speculate on the discussion, "If I Went Back to School."</p>
<p>Of Men and Books 5:15-5:30 p.m. EACH WEDNESDAY</p>	<p>Representative T. V. Smith (D) of Illinois continues to review current books, first as critic and philosophy professor, then as statesman, in this unusual series.</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

PROGRAMS	DESCRIPTION
<p>What Price America? 2:00-2:30 p.m. SATURDAY, JULY 1 1:30-2:00 p.m. EACH SATURDAY THEREAFTER</p>	<p>The story of the natural resources of America—their original abundance, gradual depletion and present efforts at conservation—is told through dramatizations presented by CBS in cooperation with the U. S. Dept. of Interior.</p>
<p>Highways to Health 5:30-5:45 p.m. EACH TUESDAY</p>	<p>The New York Academy of Medicine arranges these medical talks for the layman. Dr. Isaac Galdston, executive secretary of the Medical Information Bureau, is in charge.</p> <p>JULY 4: Dr. Herman Sharlit, dermatologist, Post Graduate Medical School and Hospital, "Your Cosmetics and the New Federal Cosmetic Law."</p> <p>JULY 11: Dr. Edward L. Kellogg, professor of surgery and attending surgeon, Polyclin, "Gastro-Duodenal Ulcer."</p> <p>JULY 18: Dr. Wendell L. Hughes, senior assistant surgeon, New York Eye and Ear Infirmary, "The Eyes Have It."</p> <p>JULY 25: Dr. G. W. Graves, professor of diseases of children, N. Y. U. Medical School, "The Child's Health and His Adult Associates."</p>
<p>Men Behind the Stars 5:45-6:00 p.m. EACH FRIDAY</p>	<p>The lives and discoveries of astronomers throughout the ages are dramatized in this series, presented by Prof. William H. Barto, Jr., of the Hayden Planetarium, and Harold Christian Adamson of the American Museum of Natural History.</p>

**SERIOUS
MUSIC**

**Philharmonic Symphony
Stadium Concerts**

9:00-10:30 p.m.

EACH WEDNESDAY, BEG. JULY 5

The famed summer concerts of the New York Philharmonic Symphony Orchestra, in Lewisohn Stadium, are again carried by Columbia. Aaron Copland, composer and author, acts as commentator for the series. Three new conductors are heard in July; Efrem Kurtz on July 5, Frieder Weissmann on July 12 and 19, and Erich Leinsdorf on July 26.

**Columbia Broadcasting
Symphony**

3:00-4:00 p.m.

EACH SUNDAY

Howard Barlow, brilliant director of the Columbia Broadcasting Symphony, this month continues his fourth season of Sunday afternoon concerts on CBS.

JULY 2: *Moussorgsky*: Khovanstchina; (a) Prelude; (b) Persian Dance; *Tschaikowsky*: Symphony No. 5 in E Minor.

JULY 9: Gershwin Memorial Concert by Paul Whiteman and his orchestra, augmented by members of the Columbia Symphony Orchestra, with Jane Froman, Roy Bargy, Rosa Linda and Frank Signorelli as soloists, and Deems Taylor as commentator.

JULY 16: All Johann Strauss program.

Glyndebourne Festival

3:00-3:30 p.m.

FRIDAY, JULY 7

The annual Glyndebourne Opera Festival, held on the estate of Capt. John Christie, sixty miles from London, this year features Verdi's opera, "Macbeth." Portions of Act II are carried by Columbia, with Margherita Grandi as Lady Macbeth, and Farneisco Valentino as Macbeth, assisted by the Festival orchestra, directed by Fritz Busch.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Continued

PROGRAM AND TIME	DESCRIPTION
<p>The Hour of Musical Fun 4:00-4:30 p.m. EACH SUNDAY STARTING JULY 2</p>	<p>This new program, whose keynote is informality, tests the musical erudition of four listeners each week. Ted Scott acts as MC. Frank Macaluso as judge, David Ross as interviewer, and Alexander Semmler as pianist.</p>
<p>From the Organ Loft 9:00-9:25 a.m. EACH SUNDAY</p>	<p>Julius Mattfeld, outstanding concert organist and director of the CBS Music Library, is soloist on these programs of organ music.</p>
<p>Mid-Western Music Camp Series MONDAY, 3:00-4:00 p.m.</p>	<p>Orchestra and band concerts are featured at the annual mid-Western Music Camp Series at University of Kansas, Lawrence, Kansas.</p>
<p>Exploring Music 5:00-5:15 p.m. EACH MONDAY</p>	<p>Bernard Herrmann, brilliant young CBS conductor, directs the Columbia String Orchestra this month in shorter symphonic works.</p>
<p>Story of the Song 3:30-4:00 p.m. EACH TUESDAY</p>	<p>Outstanding concert singers are presented in selections from the treasury of songs in English. Genevieve Rowe, soprano; William Perren, tenor and Hubert Hendrie, baritone.</p>
<p>Musical Album 5:00-5:30 p.m. EACH TUESDAY</p>	<p>Bernard Herrmann conducts the Columbia String Orchestra each Tuesday afternoon in programs featuring the shorter classical works.</p>
<p>United States Army and Marine Bands THURSDAY, FRIDAY, 3-3:30 p.m.</p>	<p>Band music is played each Thursday and Friday on Columbia in half-hour programs by the United States Army and Marine Bands.</p>
<p>Columbia Chamber Orchestra FRIDAY, 3:30-4:00 p.m.</p>	<p>Howard Barlow, Columbia's noted conductor, leads the Columbia Chamber Orchestra in the series of Friday afternoon concerts.</p>

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The *Church of the Air* is presenting its 8th consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.

JULY 2: Morning—Rev. William Pearson Merrill, pastor-emeritus, Brick Presbyterian Church, New York.

Afternoon—Dr. Ernest C. Wilson, Christ Church (Unity), Los Angeles.

JULY 9: Morning—Rev. Harold R. Browne, First Christian Church of Philadelphia (Disciples of Christ).

Afternoon—Rev. Joseph I. Malloy, C. S. P., Paulist Fathers, New York.

JULY 16: Morning—Rev. John Clark Williams, First Methodist Protestant Church, Columbus, Ohio.

Afternoon—Rabbi Nathan A. Perilman, Congregation Emanu-El, New York.

JULY 23: Morning—Rev. Harold Adye Prichard, Rector, St. Mark's Church (Episcopal), New York.

Afternoon—Elder Bryant S. Hinckley, former president, Northern States Mission, in Chicago (Mormon).

JULY 30: Morning—Rev. Daniel E. Weigle, Philadelphia Association of Congregational Churches.

Afternoon—Rev. John J. Scally, diocesan director, Society for the Propagation of the Faith, New York.

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

Continued

Wings Over Jordan
 10:30-11:00 a.m.
 EACH SUNDAY

This program of spirituals and religious music is presented by a Negro choir of 35 voices from Cleveland and by outstanding Negro leaders and educators.

JULY 2: Bishop Edward Thomas Senby, Protestant Episcopal Church, Cleveland.

JULY 9: George W. Conrad of Cincinnati, president of the National Catholic Interracial Federation.

JULY 16: W. A. Fountain Jr., president of Morris Brown University, Atlanta, Ga.

JULY 23: D. F. Martinez, D.D., presiding Bishop of the Tuscaloosa District, A. M. E. 7th Street Churches, Tuscaloosa, Ala.

JULY 30: Dr. J. W. Heywood, president of Morristown College, Morristown, Tenn.

World's Fair Vesper Services
 5:30-6:00 p.m.
 SUNDAY, JULY 2, 9 AND 16

Three vesper service programs are carried over the Columbia network from the New York World's Fair Temple of Religion. On July 2, the Concord Baptist Choir of Brooklyn, a Negro group of 130 voices is heard, followed July 9, by the Blessed Martin Choral Society of New York, and the Trinity Lutheran Church Choir of White Plains on July 16.

Baptist World Alliance
 2:30-3:00 p.m.
 SATURDAY, JULY 22

The Sixth World Congress of the Baptist World Alliance, held at Atlanta, Ga., features spirituals by a choir of 2,000 Negro voices, and an address by a special guest.

**CHILDREN'S
PROGRAMS**

"March of Games"

5:45-6:00 p.m.

TUESDAY AND THURSDAY

4:30-4:45 p.m.

WEDNESDAY, JULY 12

Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. On Wednesday, July 12, Arthur Ross, the school-boy master-of-ceremonies and Sybil Trent, 11-year-old "Miss Drum Major" of the program, quiz four models at the Fall fashion show of children's clothes, held at the Hotel New Yorker.

"Let's Pretend"

12:30-1:00 p.m.

EACH SATURDAY

The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors. These dramas have been a Columbia children's feature for nine years. The program has already been awarded four prizes this year.

PERSONALITIES

"The Alibi Club"

7:00-7:30 p.m.

SUNDAY, BEGINNING JULY 9

Columbia begins a new series, in which a group of men and women, confronted with dramatized situations, are asked what they would do in similar cases. The man and woman winning compete for the grand prize. Earle McGill directs and Leith Stevens' orchestra provides the musical background.

CBS SUSTAINING PROGRAMS

PERSONALITIES

(Continued)

<p>Man About Hollywood— George McCall 9:00–9:30 p.m. MONDAY, BEGINNING JULY 17</p>	<p>Interviews with Hollywood's stars each week is the feature of this new series of news and stories about the film capital, starring George McCall, Hollywood reporter.</p>
<p>Richard Maxwell 9:00–9:15 a.m. MONDAY THRU SATURDAY</p>	<p>Richard Maxwell presents six programs of hymns, inspirational songs and homely philosophy each week.</p>
<p>Outdoors with Bob Edge 7:45–8:00 p.m. EACH FRIDAY</p>	<p>Bob Edge, popular young sportsman, is heard in this series of informal talks dedicated to hunting and fishing enthusiasts.</p>
<p>Major Bowes' Capitol Family 11:30 a.m.–12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the Dalton Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Hermanson, xylophonist, and Waldo Mayo's Orchestra.</p>
<p>Ray Block's Varieties 4:15–4:45 p.m. EACH THURSDAY</p>	<p>Ray Block leads his orchestra in these variety programs, assisted by guest vocalists and rhythm groups.</p>
<p>Al Bernard's Merry Minstrels TUESDAY, 4:15–4:45 p.m.</p>	<p>A streamlined, modern version of the old-time minstrel show. Al Bernard, long a headline in this field of entertainment, is starred.</p>
<p>National Hillbilly Champions 9:30–10:00 a.m. EACH SATURDAY</p>	<p>Hillbilly music, performed by the nation's leading mountaineer group. Pappy Cheshire's National Hillbilly Champions, is heard each Saturday morning from station KMOX.</p>

LIGHT MUSIC

LIGHT MUSIC

<p>"Summer Colony" with Buddy Clark 3:00-3:30 p.m. EACH FRIDAY</p>	<p>Buddy Clark, popular young Columbia baritone, brings a guest artist from the night clubs each week in this new summer series. He is assisted by Walter Gross, pianist, and Leith Stevens and his orchestra.</p>																		
<p>CBS Vocalists Various hours MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:</p> <table><tbody><tr><td>Judith Arlen</td><td>Audrey Marsh</td></tr><tr><td>Clyde Barrie</td><td>Doris Rhodes</td></tr><tr><td>Ruth Carhart</td><td>Genevieve Rowe</td></tr><tr><td>Michael Loring</td><td>Jack Shannon</td></tr><tr><td></td><td>Barry Wood</td></tr></tbody></table>	Judith Arlen	Audrey Marsh	Clyde Barrie	Doris Rhodes	Ruth Carhart	Genevieve Rowe	Michael Loring	Jack Shannon		Barry Wood								
Judith Arlen	Audrey Marsh																		
Clyde Barrie	Doris Rhodes																		
Ruth Carhart	Genevieve Rowe																		
Michael Loring	Jack Shannon																		
	Barry Wood																		
<p>Deep River Boys, Eton Boys, Four Clubmen Various hours</p>	<p>These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.</p>																		
<p>Dance Orchestras Various hours MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for July:</p> <table><tbody><tr><td>Count Basie</td><td>George Hamilton</td></tr><tr><td>Charles Baum</td><td>Harry James</td></tr><tr><td>Ben Bernie</td><td>Henry King</td></tr><tr><td>Cab Calloway</td><td>Enoch Light</td></tr><tr><td>Del Courtney</td><td>Carlos Molina</td></tr><tr><td>Eddy Duchin</td><td>Harry Owens</td></tr><tr><td>Shep Fields</td><td>Ted Weems</td></tr><tr><td>Jan Garber</td><td>Barry Wood</td></tr><tr><td></td><td>Sterling Young</td></tr></tbody></table>	Count Basie	George Hamilton	Charles Baum	Harry James	Ben Bernie	Henry King	Cab Calloway	Enoch Light	Del Courtney	Carlos Molina	Eddy Duchin	Harry Owens	Shep Fields	Ted Weems	Jan Garber	Barry Wood		Sterling Young
Count Basie	George Hamilton																		
Charles Baum	Harry James																		
Ben Bernie	Henry King																		
Cab Calloway	Enoch Light																		
Del Courtney	Carlos Molina																		
Eddy Duchin	Harry Owens																		
Shep Fields	Ted Weems																		
Jan Garber	Barry Wood																		
	Sterling Young																		

ADDENDA: JUNE PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of June programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK

PUBLIC AFFAIRS

JUNE 3 and 17: The National Organization for Decent Literature opened a campaign, with speeches from South Bend, Indiana, by The Most Rev. John F. Noll, Bishop of Fort Wayne, on June 3, and The Rev. John Cavanagh of the University of Notre Dame on June 17, 5:15-5:30 p.m.

JUNE 4: Former Governor John G. Winant of New Hampshire, was interviewed in Geneva, Switzerland, by William L. Shirer, CBS European correspondent, 1:30-1:45 p.m.

JUNE 6: Carmel Snow, editor of "Harper's Bazaar," previewed Fall and Winter fur fashions at the 20th annual Fur Fashion Show, at the Waldorf-Astoria, 10:45-11 p.m.

JUNE 9: The aims of the National Catholic Social Action Congress were discussed by Monsignor John A. Ryan of Catholic University, 4:45-5 p.m.

JUNE 10: A special program of WKRC's "Safety Patrol" broadcast brought speeches by City Manager C. O. Sherrill of Cincinnati, Claude V. Courter, Superintendent of Public Schools, Judge Otis R. Hess, of the Cincinnati Traffic Court, and William G. Wiley, publisher of the Cincinnati *Enquirer*

and president of the Chamber of Commerce with Al Bland, chief of the "Safety Patrol" conducting the program, 2:45-3 p.m.

Senator Robert R. Reynolds (D) of North Carolina, discussed "Foreign Affairs," 10:45-11 p.m.

JUNE 12: President Roosevelt addressed the graduating class of West Point, 11:45 a.m.-12 noon.

JUNE 14: Major Benjamin H. Namm and Lew Hahn, general manager of the National Retail Dry Goods Association spoke at a dinner to Harold R. Young, for 20 years Washington representative of the organization, 10:45-11 p.m.

JUNE 18: The Far Eastern situation was discussed by Christopher Chancellor, general manager in the Far East for Reuter's, British news agency, on leave in London, 1:45-2 p.m.

"The Dies Committee" was the topic of Representative J. Parnell Thomas (R) of New Jersey, Committee member, 10:45-11 p.m.

JUNE 19: "International Understanding" was the theme of speeches by The Rev. Ralph A. Ward, Bishop of Central China, and T. A. Warren, of the National Education

Executive Committee of Great Britain, at the Rotary International Convention, Cleveland, 5:30-5:45 p.m.

JUNE 20: President Robert M. Hutchins of the University of Chicago, spoke on "Intellectual Freedom," 10:45-11 p.m.

JUNE 22: The President's new "lending-spending" plan was discussed in detail by Albert Warner, Columbia's Washington representative, 3:30-3:45 p.m.

JUNE 22: Messmore Kendall, president general of the Sons of the American Revolution, spoke in behalf of "Young Citizen's Day," held June 25, 6:45-7 p.m.

The ninth annual speech tournament of the National Forensic League, with radio announcing included for the first time, was held in Los Angeles, with Thomas Freebairn-Smith of the KNX announcing staff, as chief judge for the radio event, 10:45-11 p.m.

JUNE 23: The homecoming speech of King George VI, from historic Guildhall, London, as well as the speech of greeting by Sir Frank Bowater, Lord Mayor, was heard by Columbia's audience, with description by Howard Marshall of BBC, 9:10-9:45 a.m.

JUNE 24: "The 76th Congress So Far and Why" was explained by Representative Albert E. Austin (R) of Connecticut, 10:45-11 p.m.

JUNE 25: Maurice Samuels, author, took up "The Refugee Problem in Relation to Palestine," in connection with the 42nd annual convention of the Zionist Organization in America, 2:45-3 p.m.

Ralph Morgau, Claudette Colbert, James Cagney, Frank Capra, Charles Brackett,

Jean Arthur, Melvyn Douglas and Pat O'Brien participated in a discussion condemning the government's abandonment of the Federal Arts Project. The meeting was presided over by Marc Connelly, 4:30-4:45 p.m.

Miles W. Vaughn, former UP Far Eastern manager and Robert Aura Smith of the New York Times, analyzed the present Far Eastern crisis, with Albert Warner giving official Washington's reaction during the regular CBS series "The World Today," 5-5:30 p.m.

Sir William Crawford, president of Incorporated Practitioners in Advertising in Great Britain, introduced by Col. William H. Rankin, gave his opinion of American contemporaries, 10:45-11 p.m.

JUNE 26: The annual award dinner of the National Federation of Press Women at the Waldorf-Astoria brought Presidents William S. Paley of CBS and Lenox Lohr of NBC, Alfred J. McCosker of Mutual, and Grover Whalen, president of the New York World's Fair to the microphone, with an introduction by Mrs. Joseph E. Goodbar, Federation founder and president, and John S. Young, World's Fair Radio Director as emcee, 10:30-11 p.m.

JUNE 27: Carmel Snow returned to describe the Fall hat show by Lily Daehe at the Coty Building, World's Fair, 4-4:15 p.m.

"Youth in Industry" was the subject of Representative Mary Norton (D) of New Jersey, 10:45-11 p.m.

JUNE 28: The "United States Employment Service" was praised by Secretary of Labor Frances Perkins, before it left the Labor Department July 1 to join the new Federal Security Agency, 10:45-11 p.m.

JUNE 29: Chairman John D. M. Hamilton of the Republican National Committee, introduced by Percy A. Miller, Jr., chairman of the Republican Committee of Essex County, N. J., spoke of the party's present state, 6:15-7 p.m.

SPECIAL EVENTS

JUNE 2: Charles Gardner described the disaster involving the British submarine "Thetis," from Liverpool, 6:45-7 p.m.

JUNE 8: "The Flying Hutchinsons," winging their way homeward, reported to the Columbia audience from Lima, Peru, 5:15-5:30 p.m.

JUNE 10: The 50th anniversary of the invention of Thomas A. Edison's kintoscope was celebrated in Hollywood at the Ambassador Hotel by Bob Hope, Dorothy Lamour, Tito Guizar, Linda Ware and Anson Week's orchestra, conducted by Victor Young. Jack Benny and Cecil B. DeMille were the emcees of this program, produced by Irving Reis, formerly of CBS and Bob Hussey, 1-1:30 a.m.

JUNE 14: Mrs. James Morris, national president of the American Legion Auxiliary, and the St. Cecilia Choir of 50 voices, participated in the special Flag Dag program from Boston, 4:15-4:45 p.m.

JUNE 15: The huge benefit staged at Madison Square Garden for the benefit of Christian German Refugees was carried over the Columbia network, and included Mary Martin, Burns and Allen, Fairchild and Carroll, Ethel Waters, and Mario Chamlee, with Eddie Cantor and Deems Taylor as emcees, 12:30-1 a.m.

JUNE 17: Ted Husing described the annual Invitation Track Meet at Princeton, in which Great Britain's Sidney Wooderson lost the mile race to Chuck Fenske, among others, 5:30-6:30 p.m.

John Reed King flashed the results of the annual Ponghkeepsie Regatta to the Columbia audience direct from the finish line, 6:30-6:45 p.m.

JUNE 17, 18 and 19: Bob Trout, Columbia's special events reporter, and Clyde Houldson, Columbia's short wave engineer, were aboard the Atlantic Clipper on its flight across the Atlantic. Trout kept in close touch with the United States in a series of broadcasts, beginning on June 17, after the Clipper's departure (6:45-7 p.m.), followed with another report, (11:30-11:15 p.m.). He also heckled "Professor Quiz," (8:30-9 p.m.). The next day Trout had a conversation with William L. Shirer, on his way to the United States aboard the new *Mauretania* (10:30-10:45 a.m.), and then described the arrival on the Continent from Lisbon, Portugal (5-5:15 p.m.). On June 19, Trout was heard from Marseilles, (6:45-7 p.m.), while on June 20 he spoke from Paris, on the "Time to Shine" program, (10-10:30 p.m.).

JUNE 18, 21 and 24: William L. Shirer, aboard the new *Mauretania*, bounding toward the United States, compared trips with Trout (10:30-10:45 a.m.); interviewed passengers and crew members (June 18, 5:15-5:30 p.m. and June 21, 5:45-6 p.m.), and was interviewed himself by George Putnam upon arrival here, 9:15-9:30 p.m.

JUNE 27: Bob Trout, returning to the United States aboard the *Nieuw Amsterdam*, interviewed the Captain during the "Time to Shine" program, 10-10:30 p.m.











THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
1622 Chestnut Street, Philadelphia • 410 North Michigan Avenue, Chicago • 902 Fisher Building,
Detroit • Mart Building, St. Louis • Hotel Alms, Cincinnati • 625 Second Avenue, South,
Minneapolis • Wilder Building, Charlotte, N. C. • 817 Earle Building, Washington • Columbia
Square, Hollywood • Palace Hotel, San Francisco • 14 Langham Place, W. 1, London

MADEIRA BASTILLE



from the Bettman Archives

This drawing was made in 1882. It predicted that music, news, drama and philosophy would be available with street-car transportation by 1952. As predictions go, this wasn't very far off. 6,250,000 automobiles in the United States, now carry music, news, drama and philosophy with them as they ride — by radio!



AUGUST, 1939

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 22

WABC SPONSORED PROGRAMS: pp. 23 to 24

CBS SUSTAINING PROGRAMS: pp. 25 to 44

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

INDEX: COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:
Plymouth, Dodge, DeSoto,
Chrysler motor cars Page 5

FORD MOTOR COMPANY:
Ford, Lincoln, Lincoln Zephyr,
Mercury Page 9

UNITED STATES RUBBER COMPANY:
Tires and Rubber Products . . . Page 19

● CIGARETTES & TOBACCO

AMERICAN CIGARETTE AND CIGAR COMPANY:
Pall Mall Cigarettes Page 3

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes Page 3

BROWN & WILLIAMSON TOBACCO CORP.:
Wings Cigarettes Page 21

LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes Page 13

PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes Page 15

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
Prince Albert Tobacco Page 17

STEPHANO BROTHERS:
"Marvels" Cigarettes Page 21

U. S. TOBACCO COMPANY:
Dill's Best,
Model Smoking Tobacco Page 19

● CONFECTIONERY

EUCLID CANDY COMPANY:
Candy Bars Page 21

WM. WRIGLEY JR. COMPANY:
Wrigley's Doublemint Gum,
Wrigley's Spearmint Gum Page 19

● DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics . Page

ANACIN COMPANY:
Anacin Page

BAYER COMPANY:
Bayer Aspirin Page

CAMPANA SALES COMPANY:
Italian Balm, Dreskin,
Coolies, D.D.D. Page

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
Colgate Dental Cream,
Palmolive Shave Cream,
Palmolive Brushless Shave . . . Page
Colgate Tooth Powder,
Palmolive Soap Page

INTERNATIONAL CELLUCOTTON
PRODUCTS COMPANY:
Kleenex Page 1

KOLYNOS COMPANY:
Kolynos Toothpaste Page 1

LADY ESTHER COMPANY:
Cosmetics Page 1

THE LAMBERT COMPANY:
Listerine Products,
Prophylactic Brushes Page 1

LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lux Toilet Soap Page

THE PROCTER & GAMBLE COMPANY:
(See also Laundry Soaps; Foods)
Drene, Teel Page

SOFENZ SALES CORPORATION:
Sofenz Face Cream Page 2

JOHN H. WOODBURY, INC.:
Woodbury's Powder,
Soap and Cream Page 1

WYETH CHEMICAL COMPANY:
Hill's Nose Drops Page 1

FOODS & BEVERAGES

BOWEY'S, INC.:
Dari-Rich Products Page 5

CAMPBELL SOUP COMPANY:
Franco-American Spaghetti,
Campbell's Soups,
Beans, and Tomato Juice Page 5

CONTINENTAL BAKING COMPANY, INC.:
Wonder Bread. Hostess Cake . . Page 7

GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
Jell-O Ice Cream,
Post Toasties Page 9

HAWAIIAN PINEAPPLE COMPANY:
"Dole" Pineapple,
"Dole" Pineapple Juice Page 11

GEO. A. HORMEL & COMPANY:
Hormel Soups and Food Products . Page 11

LEVER BROTHERS COMPANY:
(See also Drugs; Laundry Soaps)
Spry Page 13

NEHI CORPORATION:
Royal Crown Cola Page 13

PET MILK SALES CORPORATION:
Pet Evaporated Milk Page 15

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Laundry Soaps)
Crisco Page 17

S & W FINE FOODS, INC.:
Food Products Page 21

SEALTEST, INC.:
Sealtest System of Laboratory Control
of Milk and Ice Cream Page 19

LAUNDRY SOAPS & ACCESSORIES

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Drugs & Toilet Goods)
Concentrated Super Suds . . . Page 7
Octagon Products Page 21

THE CUDAHY PACKING COMPANY:
Old Dutch Cleanser Page 7

GENERAL FOODS CORPORATION:
(See also Foods)
La France, Satina Page 9

GRIFFIN MANUFACTURING COMPANY, INC.:
Griffin Shoe Polishes Page 9

LEVER BROTHERS COMPANY:
(See also Drugs; Foods)
Lux Flakes, Rinso Page 13

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Foods)
Chipso, Ivory, Oxydol . . Pages 15 and 17

LUBRICANTS

AMERICAN OIL COMPANY:
Amoco-Gas, Orange American Gas Page 3

ETHYL GASOLINE CORPORATION:
"Ethyl" Gasoline Page 7

GULF OIL CORPORATION:
Motor Oil and Gas Page 9

THE PURE OIL COMPANY:
Petroleum products Page 17

RIO GRANDE OIL, INC.:
Petroleum products Page 21

WILSHIRE OIL COMPANY, INC.:
Polly Gas Page 21

MISCELLANEOUS

PARAMOUNT PICTURES, INC.:
Paramount Pictures Page 13

PERSONAL FINANCE COMPANY:
Personal Loan Service Page 15

PRUDENTIAL INSURANCE COMPANY
OF AMERICA:
Insurance Services Page 17

All time listed on the following pages is current New York time unless otherwise indicated.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cost
AMERICAN CIGARETTE & CIGAR COMPANY	Pall Mall Cigarettes
AMERICAN OIL COMPANY	Amoco-Gas Orange American Gas
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin

PROGRAM	TIME	AGENCY	ON CBS*
Romance of Helen Trent <i>serial drama</i>	Mon., Tues., Wed. 12:30-12:45 p.m. 30 CBS stations ORIGINATES: WIBM	Blackett-Sample-Hummert, Inc.	295 Weeks
Music by Malneck Matty Malneck's Orchestra <i>musical</i> (series ends August 24)	Thursday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 52 CBS stations ORIGINATES: KNX	Young & Rubicam, Inc.	9 Weeks
Human Side of the News, Edwin C. Hill <i>news</i>	Mon. thru Fri. 6:05-6:15 p.m. <i>Rebroadcast</i> 11:05-11:15 p.m. 12 CBS stations ORIGINATES: WABC	The Joseph Katz Company	52 Weeks
Topper Hit Parade Lester Warnow's Orchestra, Guy Ross, Raymond Scott's Tet, Kay Lorraine and the The Four Maes <i>popular music and vocalists</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 97 CBS stations ORIGINATES: WABC	Lord & Thomas	170 Weeks
Gal, Sunday <i>serial drama</i> (also KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45-1:00 p.m. 31 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	131 Weeks
Widow and Husband Helen Menken, presented by the Famous Actors' Guild <i>serial drama</i>	Tuesday 7:30-8:00 p.m. 30 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	112 Weeks

*figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
BOWEY'S, INC.	Dari-Rich Products
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Franco-American Spaghetti
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave

PROGRAM	TIME	AGENCY	ON CBS*
4 and Rhythm Todd Hunter, reporter; Dave l, novachordist and Carl ngarten's Orchestra <i>lk and music</i>	Sunday 11:00-11:30 a.m. <i>Rebroadcast</i> 2:30-3:00 p.m. 33 CBS stations ORIGINATES: WBBM	Sorensen & Company	9 Weeks
Nighter Barbara Luddy and remayne <i>ama at the "Little Theater</i> <i>Times Square"</i>	Friday 9:30-10:00 p.m. 48 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	79 Weeks
et the Dixons" Barbara Weeks and ird Widmark <i>mestic Serial</i>	Mon. thru Fri. 9:15-9:30 a.m. 14 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	243 Weeks
as 'n' Andy <i>rial comedy-drama</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 52 CBS stations ORIGINATES: KNX	Ward Wheelock Company	243 Weeks
or Bowes' inal Amateur Hour <i>ateurs, with Major Bowes</i> <i>Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. 78 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	178 Weeks
ate Ask-It Basket McWilliams, MC <i>estions and answers</i> (beginning August 17)	Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 60 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	181 Weeks
nge As It Seems <i>amatizations of unusual facts</i> (beginning August 17)	Thursday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 52 CBS stations ORIGINATES: WABC		

* figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i>	Concentrated Super Suds Palmolive Soap Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
ETHYL GASOLINE CORP.	"Ethyl" Gasoline

PROGRAM	TIME	AGENCY	DAYS CBS*
Art and Marge <i>serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 71 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	181 Weeks
Top House <i>starring Bess Johnson</i> <i>serial drama</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. 74 CBS stations ORIGINATES: WABC	Benton & Bowles-Chicago, Inc.	
pmother <i>serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. 25 CBS stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	
Patty Kitty Kelly <i>serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 43 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	228 Weeks
achelor's Children <i>serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunningham, Inc.	210 Weeks
ie-Up Time <i>starring Walter O'Keefe,</i> <i>Frederic Kostelanetz's Orchestra,</i> <i>Thompson's Rhythm Singers</i> <i>guest stars</i> <i>Comedy and musical variety</i> <i>(beginning August 21)</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 61 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	25 Weeks

*The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury
GENERAL FOODS CORPORATION	Jell-O Ice Cream Post Toasties La France Satina
GRIFFIN MANUFACTURING COMPANY, INC.	Griffin Shoe Polishes
GULF OIL CORPORATION	Motor Oil and Gas

PROGRAM	TIME	AGENCY	ON AIR
Red Summer Hour with James Melton, Francia White, and the Voorhees' Orchestra, chorus and "Rouge Reporter" and guests <i>Musical variety</i>	Sunday 9:00-10:00 p.m. 75 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	279 Weeks
See the People with Gabriel Heatter, Harry von Zell and Guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 63 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	232 Weeks
See E. Brown with Frank Gill and Bill Demling, comedians, Paula Winslow, Margaret McCrae, vocalist and Harry Sosnik's Orchestra <i>Comedy and musical variety</i>	Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 69 CBS stations ORIGINATES: KNX	Benton & Bowles, Inc.	
See Joyce Jordan, Girl Interne <i>Serial drama</i>	Mon., Wed., Fri. 12:00-12:15 p.m. 40 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	
See Come to Shine, with Hal Kemp's Orchestra and Guests <i>Musical variety</i>	Tuesday 10:00-10:30 p.m. 42 CBS stations ORIGINATES: WABC	Birmingham, Castleman & Pierce, Inc.	39 Weeks
See Half Musical Playhouse with Erno Rapee, Jane Froman and Jan Peerce <i>Musical</i>	Sunday 7:30-8:00 p.m. 63 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	286 Weeks

figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
GEORGE A. HORMEL & COMPANY	Hormel Soups and other Food Products
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
KOLYNOS COMPANY	Koly nos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes

PROGRAM	TIME	AGENCY	ON CBS*
Honolulu Bound Starring Phil Baker, "Bottle", Andrews Sisters, and Murray's Orchestra <i>Comedy and musical variety</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid.-12:30 a.m. 61 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	29 Weeks
Happened in Hollywood Starring Martha Mears, John Conte and the Dunstedter's Orchestra <i>Musical variety</i>	Mon., Wed., Fri. 11:00-11:15 a.m. 25 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	102 Weeks
Her Honor, Nancy James Starring Barbara Weeks and Ed Wever <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 40 CBS stations ORIGINATES: WABC	Lord & Thomas	109 Weeks
Mr. Gal, Sunday <i>Serial drama</i> (also ANACIN COMPANY)	Thurs. and Fri. 12:45-1:00 p.m. 31 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	398 Weeks
Ray Lombardo and His Orchestra <i>Popular music</i>	Monday 9:30-10:00 p.m. 47 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	295 Weeks
Band Central Station <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. 51 CBS stations ORIGINATES: WABC	Lambert & Feasley, Inc.	109 Weeks

*The figures indicate the total number of weeks
which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
LEVER BROTHERS COMPANY	Rinso Spry Lux Flakes Lux Toilet Soap
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
NEHI CORPORATION	Royal Crown Cola
PARAMOUNT PICTURES, INC.	Paramount Pictures

PROGRAM	TIME	AGENCY	ON CBS*
My Sister Sam with Alice Frost and Martin Gabel <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 67 CBS stations 26 CBC stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	151 Weeks
Meet Jenny's Real Life Stories <i>Dramatic sketches</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 61 CBS stations 26 CBC stations ORIGINATES: WABC		
The Life and Love of Dr. Susan <i>Serial drama</i>	Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 5:15-5:30 p.m. 63 CBS stations ORIGINATES: WARC	J. Walter Thompson Co.	
Paul Whiteman and His Orchestra , with Joan Edwards, Mark Dennis, and The Modernaires <i>Musical variety</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 92 CBS stations ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	342 Weeks
Believe It or Not Ripley <i>Musical variety</i>	Friday 10:30-11:00 p.m. 75 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	19 Weeks
World's Premiere of "Our Leading Citizen," starring Bob Burns	Mon., August 7 only 10:00-10:30 p.m. 43 CBS stations ORIGINATES: VAN BUREN, ARKANSAS	Buchanan & Co.	91 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
PERSONAL FINANCE COMPANY	Personal Loan Service
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes
THE PROCTER & GAMBLE COMPANY	Teel Drene Oxydol

PROGRAM	TIME	AGENCY	ON CBS*
Barclay's Daughters <i>serial drama</i>	Mon. thru Fri. 2:00-2:15 p.m. 28 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	91 Weeks
Saturday Night Serenade by Eastman, soprano; Bill Perry, r, and Gustav Haenschen's Orchestra and Chorus <i>Musical</i> by Lee Taylor <i>the economist</i> <i>household advice</i>	Saturday 9:45-10:15 p.m. 52 CBS stations ORIGINATES: WABC Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 60 CBS stations ORIGINATES: KMOX	Gardner Advertising Company	300 Weeks
Tommy Presents by Green's Orchestra, Drama- tic "Perfect Crime," Floyd Sher- man, Roger Kinney, Genevieve Rowe, "The Verly," Glenn Cross, Ray Bloch's Big 14 <i>Musical variety and dramatic interludes</i>	Friday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 55 CBS stations ORIGINATES: WABC	The Biow Company, Inc.	151 Weeks
Wackerbocker Playhouse, with Elliott Lewis and Guest Stars <i>drama</i>	Wed., August 2 and 9 only 9:00-9:30 p.m. 57 CBS stations ORIGINATES: WBBM	H. W. Kastor & Sons	244 Weeks
The Goldbergs <i>serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. 28 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	

*The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
THE PROCTER & GAMBLE COMPANY <i>Continued</i>	Ivory Chipso Crisco Chipso
PRUDENTIAL INSURANCE COMPANY OF AMERICA	Insurance Services
THE PURE OIL COMPANY	Petroleum Products
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco

PROGRAM	TIME	AGENCY	WEEKS*
He Can Be Beautiful <i>Serial drama</i>	Mon. thru Fri. 1:15-1:30 p.m. 35 CBS stations ORIGINATES: WAAC	Compton Advertising, Inc.	244 Weeks
Mad of Life <i>Serial drama</i>	1:30-1:45 p.m. 23 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
My Day Is Ours <i>Serial drama</i>	1:45-2:00 p.m. 37 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
Manhattan Mother <i>Serial drama</i>	Mon. thru Fri. 9:30-9:45 a.m. 12 CBS stations ORIGINATES: WIRM	Pedlar & Ryan, Inc.	
When a Girl Marries <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 49 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	10 Weeks
Wittenborn From Europe <i>News Analysis</i>	Sun. and Tues. 10:30-10:45 p.m. 35 CBS stations ORIGINATES: LONDON	Leo Burnett Company, Inc.	14 Weeks
"Lonnie" with Penny Singleton and Laurie R. King <i>Domestic comedy</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 86 CBS stations ORIGINATES: KNY	William Esty & Company, Inc.	318 Weeks
Bob Crosby's Orchestra with Johnny Mercer, singer and The Bobcats <i>Musical variety</i>	Tuesday 9:30-10:00 p.m. 87 CBS stations ORIGINATES: ON TOUR		

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
SEALTEST, INC.	Sealtest System of Laboratory Control of Milk and Ice Cream
UNITED STATES RUBBER COMPANY	Tires and Rubber Products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
JOHN H. WOODBURY, INC.	Woodbury's Powder, Soap and Cream
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum Wrigley's Spearmint Gum
WYETH CHEMICAL COMPANY	Hill's Nose Drops

PROGRAM	TIME	AGENCY	ON CBS*
Our Family and Mine <i>Serial drama</i>	Mon. thru Fri. 2:30-2:45 p.m. 35 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	14 Weeks
Sammy Paige, Men and a Girl Guest Vocalists <i>Musical</i> (series ends August 18)	Friday 9:00-9:30 p.m. 82 CBS stations ORIGINATES: WABC	Campbell-Ewald Company of New York, Inc.	52 Weeks
Edel Minstrels Tom Howard and George Hutton, the Eton Boys and Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 53 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	218 Weeks
The Parker Family Starring Leon Janney <i>Domestic comedy</i>	Friday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 34 CBS stations ORIGINATES: WABC	Leinen & Mitchell, Inc.	129 Weeks
Gateway to Hollywood Summer Breaker —"Career" Starring Alice Eden and John Archer <i>Serial Drama</i>	Sunday 6:30-7:00 p.m. 62 CBS stations ORIGINATES: WBBM	Frances Hooper Advertising Agency	275 Weeks
Walter Good Baines <i>Serial drama</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 5:00-5:15 p.m. 66 CBS stations ORIGINATES: WBBM	Neisser Meyerhoff, Inc.	
The Romance of Helen Trent <i>Serial drama</i> (Also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30-12:45 p.m. 30 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	220 Weeks

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

	CLIENT	PRODUCT
COLUMBIA PACIFIC NETWORK	BROWN & WILLIAMSON TOBACCO CORPORATION	Wings Cigarettes
	S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Foods
	SOFENZ SALES CORPORATION	Sofenz Face Cream
	STEPHANO BROTHERS	"Marvels" Cigarettes
COLUMBIA CALIFORNIA NETWORK	EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Candy Bars
	RIO GRANDE OIL, INC.	Petroleum Products
	WILSHIRE OIL COMPANY, INC.	Polly Gas
COLUMBIA DIXIE NETWORK	COLGATE-PALMOLIVE-PEET CO.	Octagon Products

PROGRAM	TIME	AGENCY	ON CBS*
8, Views and Sport <i>views by Hughes</i> <i>sports news</i>	Sun., Mon., Wed. and Friday 8:30-8:45 p.m. PST ORIGINATES: KSFO	Russell M. Seeds Co., Inc.	44 Weeks
ant a Divorce <i>dramatic sketches</i>	Friday 8:00-8:15 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	42 Weeks
lywood Highlights <i>Sam Hayes</i> <i>cinema gossip</i>	Tuesday 11:30-11:45 a.m. PST ORIGINATES: KNX	Richard F. Connor	11 Weeks
ports Pop-Offs" <i>Tom Breneman</i> <i>sports news</i>	Tues., Thurs., Sun. 9:30-9:45 p.m. PST ORIGINATES: KSFO	The Aitkin-Kynett Co.	1 Week
olid Ballot Box <i>Sam Hayes</i> <i>the people vote</i>	Monday 7:15-7:30 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	89 Weeks
ling All Cars <i>police file dramatizations</i>	Monday 9:00-9:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	296 Weeks
ull Over, Neighbor" <i>Art Shank</i> <i>Questions and Answers</i>	Thursday, Aug. 3 & 10 Tuesday, beginning August 15 8:00-8:30 p.m. PST ORIGINATES: KNX	Dan B. Miner Co.	4 Weeks
oman of Courage" <i>serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. ORIGINATES: WABC	Benton & Bowles, Inc.	3 Weeks

*figures indicate the total number of weeks
 which the client has used CBS facilities.

WABC SPONSORED PROGRAMS

CLIENT	PRODUCT
GENERAL MILLS, INC. PROCTER & GAMBLE COMPANY SOCONY-VACUUM OIL COMPANY	Wheaties Ivory Mobiloil and Mobilgas
BOSCO COMPANY	Bosco (Milk Amplifier)
BROWN & WILLIAMSON TOBACCO CORPORATION	Tobacco Products
BULOVA WATCH COMPANY	Bulova Watches
GORDON BAKING COMPANY	Silvercup Bread
LIGGETT DRUG COMPANY, INC.	Fountain Service
MELVILLE SHOE COMPANY	Thom McAn Shoes
PACKERS TAR SOAP, INC.	Packers Tar Soap Packers Scalptone
SUFFOLK COUNTY	Publicity for the County

PROGRAM	TIME	AGENCY	ON AIR*
Home games of New York Yankees and New York Giants <i>Play-by-play description</i> <i>by Arch McDonald</i>	Mon. thru Fri. Approx. 3:10-5:15 p.m. Sat. Approx. 2:25-4:30 p.m.	Knox-Reeves, Inc. Compton Advertising, Inc. J. Stirling Getchell	15 Weeks
News Program	Mon. thru Sat. 6:00-6:05 p.m.	Kenyon & Eckhardt, Inc.	26 Weeks
Sport Review	Mon., Wed., Fri. 6:15-6:30 p.m.	Russell M. Seeds Company	17 Weeks
Time Signals	Mon. thru Sun. 10 Times daily	The Biow Company	517 Weeks
Cording to Hoyt <i>Baseball previews with Waite Hoyt</i>	Mon. thru Fri. 3:00-3:10 p.m. Saturday 2:15-2:25 p.m.	N. W. Ayer & Son, Inc.	15 Weeks
The Morning Almanac, <i>starring Phil Cook</i>	Mon., Wed., Fri. 7:30-7:45 a.m.	Neff-Rogow, Inc.	29 Weeks
Daily Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	35 Weeks
Checkers Sports Review	Tues., Thurs., Sat. 6:15-6:30 p.m.	Stack-Goble Agency	23 Weeks
The Romance of "folk County"	Friday 8:15-8:30 p.m.	No Agency	2 Weeks

The figures indicate the total number of weeks which the client has used WABC facilities.

CBS SUSTAINING PROGRAMS

The programs "BY COLUMBIA" for AUGUST are planned within a triple frame of *Interest*, *Timeliness*, and *Balance*. This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these ten classifications:

1. DRAMATIC SERIES. Page 26
2. PUBLIC AFFAIRS Page 27
3. SPECIAL EVENTS Page 29
4. EDUCATIONAL PROGRAMS. Page 31
5. SERIOUS MUSIC Page 35
6. RELIGIOUS BROADCASTS Page 39
7. CHILDREN'S PROGRAMS. Page 40
8. VARIETY. Page 41
9. PERSONALITIES Page 42
10. LIGHT MUSIC Page 44
- ADDENDA: JULY PROGRAMS Page 45

**DRAMATIC
SERIES**

PROGRAM AND TIME	DESCRIPTION
<p>Norman Corwin's "So This Is Radio" 10:00-10:30 p.m. EACH MONDAY</p>	<p>Columbia presents an exciting new series of programs devoted to the growth of radio from an unknown science to an integral part of the life of each and every American. Written by Norman Corwin, "So This Is Radio" sprang from a verse-brochure he had composed for the Columbia Workshop, which met with instant success. This new series, calculated to take the audience deep behind the scenes in radio's development, dramatizes in narrative prose the thrills and excitement which have occurred in the two short decades of radio's existence and which continue through each day of radio's career as "America's <i>First Activity</i>."</p>
<p>Columbia Workshop Festival 10:00-10:30 p.m. EACH THURSDAY</p>	<p>The Columbia Workshop continues its third anniversary Festival with three revivals of past successes and a new and original radio comedy by Dorothy Parker. The public is being admitted to these productions for the first time, whether broadcast from New York or Hollywood. The August schedule:</p> <p>AUGUST 3: "The Ghost of Benjamin Sweet," by Pauline Gibson; directed by Earle McGill.</p> <p>AUGUST 10: "A Drink of Water," adapted by Max Wylie from the short story by Wilbur Daniel Steele; directed by Martin Gosch.</p> <p>AUGUST 17: "Meridian 7-1212," written and directed by Irving Reis; from Hollywood.</p> <p>AUGUST 24: "Apartment to Let," an original comedy by Dorothy Parker.</p>

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

Continued

PROGRAM AND TIME	DESCRIPTION
<p>The Adventures of Ellery Queen 8:00-9:00 p.m. EACH SUNDAY</p>	<p>A new series in which the adventures of Mr. Queen and his assistant, Nikki, are dramatized before a jury of four prominent "armchair detectives," who give their opinions on who is guilty before the true solution is enacted. George Zachary is director and producer.</p>
<p>Buffalo Summer Theatre 3:30-4:00 p.m. EACH FRIDAY</p>	<p>The Buffalo Summer Theatre returns to the air with another program of summer stock acted by Buffalo's leading players.</p>
<p>Ray Collins in "County Seat" 7:30-8:00 p.m. EACH SATURDAY</p>	<p>Ray Collins, one of radio's foremost actor stars in this dramatic series as "Doc" Hackett, a small town druggist. The story of "County Seat" is written by Milton Geiger.</p>
<h2>PUBLIC AFFAIRS</h2>	<p>Mrs. Carmel Snow 10:30-10:45 p.m. WEDNESDAY, AUGUST 9</p> <p>In this special broadcast from Paris Mrs. Snow, editor of "Harper's Bazaar", tells the women of America what they'll be wearing this winter.</p>
<p>Stanley Baldwin 10:30-11:00 p.m. WEDNESDAY, AUGUST 16</p>	<p>The Right Honorable The Earl Baldwin of Bewdley, former Prime Minister of Great Britain, speaks on "Democracy at Work" before the Congress on Education for Democracy, held at the Waldorf-Astoria.</p>
<p>Clark M. Eichelberger 10:30-10:45 p.m. WEDNESDAY, AUGUST 23</p>	<p>Mr. Eichelberger, director of the League of Nations Association, speaks on international affairs from Geneva, Switzerland.</p>
<p>American Viewpoints 10:30-10:45 p.m. WEDNESDAY AND THURSDAY</p>	<p>The opinions of famed Americans on all political and economic topics of the day are carried in this series of talks.</p>

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
<p>"Women in the World of Tomorrow" 12:15-12:30 p.m. EACH SATURDAY</p>	<p>This new series, presented under the auspices of CBS and the Women's National Radio Committee, features outstanding women in all fields. The schedule for August:</p> <p>AUGUST 5: "American Home of Tomorrow." AUGUST 12: "Women and the Art World of Tomorrow." Miss Bianca Todd is guest speaker. AUGUST 19: "Women and International Relations Tomorrow." AUGUST 26: "Working Democracy in the World of Tomorrow."</p>
<p>"This Week In Washington" SATURDAY, 6:30-6:45 p.m.</p>	<p>Albert Warner, new CBS correspondent in Washington, reviews the important developments in the political scene there.</p>
<p>The World Today 5:00-5:30 p.m. EACH SUNDAY</p>	<p>CBS representatives—Edward Murrow in London, William L. Shirer in Central Europe, Thomas Grandin in Paris and Albert Warner in Washington—report the latest news developments in "The World Today."</p>
<p>"Bull Session" 2:00-2:30 p.m. EACH SATURDAY</p>	<p>Students from a group of mid-western universities hold informal and impromptu discussions on important topics, from Chicago.</p> <p>AUGUST 5: De Paul University: "What Do You Mean: Americans?" AUGUST 12: Chicago University: "The Family." AUGUST 19: Northwestern University: "What Part of College Edneates?" AUGUST 26: De Paul University: "Youth Looks at Business Ethics."</p>

CBS SUSTAINING PROGRAMS

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p>30th Anniversary Army Air Corps 3:30-4:00 p.m. WEDNESDAY, AUGUST 2</p>	<p>The thirtieth anniversary of the formation of the U. S. Army Air Corps is celebrated at Wright Field, Dayton, Ohio. Columbia covers the event, with speeches by corps leaders, a description of the maneuvers, and a two-way conversation between the field station and the audience of the gigantic "flying fortresses."</p>
<p>Saratoga Races 4:30-5:00 p.m. SATURDAY, AUGUST 5, 12, 19 & 26 MONDAY, AUGUST 14 WEDNESDAY, AUGUST 23</p>	<p>Bryan Field spends a month in beautiful Saratoga Springs, where he covers the many important stakes and handicaps for Columbus sports audience. The schedule for August includes:</p> <p>AUGUST 5: Saratoga Handicap and review of the United States Hotel Stakes.</p> <p>AUGUST 12: The Champlain Handicap and review of the Saratoga Special.</p> <p>AUGUST 14: The Alabama Stakes.</p> <p>AUGUST 19: The Travers and review of Spinaway.</p> <p>AUGUST 23: The Whitney Stakes.</p> <p>AUGUST 26: The Merchants and Citizens Handicap and review of the Grand Union Hotel Stakes.</p>
<p>All American Soap Box Derby 6:00-6:30 p.m. SUNDAY, AUGUST 13</p>	<p>Ted Husing, coverer of more sophisticated events, rolls up his pants and joins the k... during the annual All American Soap Box Derby, held at Akron Airport, Ohio. Husing describes the race and the presentation of the trophy to the winner.</p>

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p>National Doubles Tennis Championship 6:15-6:30 p.m. AUGUST 14 THRU 18 2:00-4:30 p.m. 5:00-5:30 p.m. SATURDAY, AUGUST 19</p>	<p>Ted Husing and Jimmy Dolan go up to the Longwood Cricket Club, Brookline, Massachusetts, to report a daily summary of the men's and women's doubles championship, with a play-by-play description of the finals. Alice Marble and Sarah Palfrey Fabyan are defending their title, while Gene Mako, without Don Budge, tries to keep his half-crown.</p>
<p>War Games VARIOUS HOURS AUGUST 14 THRU 25</p>	<p>War in the United States is covered in complete detail by Columbia's special events staff, headed by Bob Trout, which goes first to Virginia then up to New York State for the mass war games. The sham battle, with the largest peace-time concentration of regular Army and National Guard troops, begins at Manassas, Va., then moves to Saranac, N. Y., headquarters for the "Blues," and Plattsburg, where the "Blacks" are quartered. Major General James A. Woodruff commands the "Blues," who are outnumbered 3 to 1 by the attacking "Blacks," led by Major General Morris B. Payne and Major General William N. Haskell.</p>
<p>Davis Cup Interzone Finals 6:15-6:30 p.m. MONDAY, AUGUST 24 TUESDAY, AUGUST 25 2:00-4:30 p.m. 5:00-5:30 p.m. SATURDAY, AUGUST 26</p>	<p>The interzone finals of the Davis Cup tennis are held at Merion Cricket Club, Merion, Pennsylvania, where, it is expected, Yugoslavia and Australia will fight it out for the privilege of meeting the United States in the finals next month. Ted Husing, assisted by Jimmy Dolan, is on hand for Columbia, with summaries and play-by-play description of the matches.</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>The Human Adventure 8:00-9:00 p.m. EACH TUESDAY</p>	<p>In this new CBS series the substance of current but hitherto obscure scholarly research from American universities is brought to the radio audience in vivid, dramatic form. The program was conceived by William Benton, vice-president of the University of Chicago, and the material which is presented each week was ferreted out, assembled, and correlated by a staff of the university's faculty members. "The Human Adventure" covers such a wide range of topics as how to prevent war; the story of eleven black rats, so important to human progress that a scientist shipped them to this country for safe keeping from the threat of war; and a description of the recent lesson in grade crossing accidents through application of science to a practical problem of human safety. Brewster Morgan directs.</p>
<p>Men Behind the Stars 5:45-6:00 p.m. EACH FRIDAY</p>	<p>The lives and discoveries of astronomers throughout the ages are dramatized in this series, presented by Prof. William H. Barto, Jr., of the Hayden Planetarium, and Harold Christian Adamson of the American Museum of Natural History.</p> <p>The schedule for August:</p> <p>AUGUST 4: "The Swan" AUGUST 11: "The Dolphin" AUGUST 18: "The Eagle" AUGUST 25: "The Water Bearer"</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION														
<p>CBS ADULT EDUCATION BOARD</p>	<p>The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:</p> <table border="0"> <tr> <td>LYMAN BRYSON, chairman</td> <td>SPENCER MILLER, JR.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCENT</td> </tr> <tr> <td>ROBERT I. GANNON, S. J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALVIN S. JOHNSON</td> <td>RAY LYMAN WILBUR</td> </tr> <tr> <td>HENRY R. LUCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, chairman	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LUCE	JOSEPH H. WILLITS
LYMAN BRYSON, chairman	SPENCER MILLER, JR.														
STRINGFELLOW BARR	RUTH BRYAN ROHDE														
WILLIAM BENTON	THOMAS V. SMITH														
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT														
ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE														
ALVIN S. JOHNSON	RAY LYMAN WILBUR														
HENRY R. LUCE	JOSEPH H. WILLITS														
<p>Americans at Work 7:00-7:30 p.m. EACH SATURDAY</p>	<p>Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and workshops throughout the land. The August schedule:</p> <p>AUGUST 5: Newsreel Cameraman AUGUST 12: Baseball Player AUGUST 19: Shoemaker AUGUST 26: Illuminating Engineer</p>														
<p>The People's Platform 7:30-8:00 p.m. EACH WEDNESDAY</p>	<p>Columbia presents a novel series in which four typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinner, during which solutions to current problems are sought through an exchange of ideas.</p> <p>AUGUST 2: "Should We Have a State Theatre?" Lillian Hellman is a guest. AUGUST 9: "What Does Youth Owe America?"</p>														

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

PROGRAM AND TIME	DESCRIPTION
<p>What Price America? 1:30-2:00 p.m. EACH SATURDAY</p>	<p>The story of the natural resources of America—their original abundance, gradual depletion and present efforts at conservation—is told through dramatizations presented by CBS in cooperation with the U. S. Dept. of Interior.</p> <p>The August schedule:</p> <p>AUGUST 5: Silver.</p> <p>AUGUST 12: Coal.</p> <p>AUGUST 19: Fish.</p> <p>AUGUST 26: National Inventory of Conservation Accomplishments.</p>
<p>Highways to Health 5:30-5:45 p.m. TUESDAY, AUGUST 1 11:00-11:15 a.m. EACH SATURDAY BEGINNING AUGUST 12</p>	<p>The New York Academy of Medicine arranges these medical talks for the layman. Dr. Louis Galdston, executive secretary of the Medical Information Bureau, is in charge.</p> <p>AUGUST 1: Dr. Katherine Dodge, physician in charge of children's cardiac clinic of Bellevue Hospital: "The Effect of Heart Disease on Children."</p> <p>AUGUST 12: Dr. R. H. Rulison, dermatologist, New York Eye and Ear Infirmary: "Dangers from Over-Exposure to Sunshine."</p> <p>AUGUST 19: Dr. Richard Townley Paton, ophthalmologist, Manhattan Eye and Throat Hospital: "The Care of Children's Eyes."</p> <p>AUGUST 26: Dr. Carl H. Smith, assistant professor of clinical pediatrics, Cornell University Medical College: "The Child That Won't Eat."</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>Democracy in Action 2:00-2:30 p.m. EACH SUNDAY</p>	<p>This is a new series of 26 programs designed to show the people of the United States how their government operates. The series is presented by CBS in cooperation with the U. S. Office of Education.</p>
<p>Adventures in Science 5:45-6:00 p.m. EACH MONDAY</p>	<p>Watson Davis interviews prominent scientists on these programs presented in cooperation with Science Service, Inc.</p> <p>AUGUST 7: Mr. Homer N. Calver, secretary, board of directors of the American Museum of Health, describes interesting exhibits in the Medicine and Public Health Building at the World's Fair.</p> <p>AUGUST 14: Dr. Henry B. Allen, director and secretary of the historic Franklin Institute in Philadelphia, conducts a radio tour of the Institute.</p> <p>AUGUST 21: Dr. Philip Fox describes exhibits in Chicago's Museum of Science and Industry, of which he is director.</p>
<p>Of Men and Books 5:15-5:30 p.m. EACH WEDNESDAY</p>	<p>Representative T. V. Smith (D) of Illinois continues to review current books, first as critic and philosophy professor, then as statesman, in this unusual series.</p> <p>AUGUST 2: "Melville in the South Seas," by Charles Roberts Anderson.</p> <p>AUGUST 9: "Federal Administrators," by A. W. MacMahon; "Fighting Years," by O. G. Villard.</p> <p>AUGUST 16: "The New Democracy and the New Despotism," by Charles Merriam.</p> <p>AUGUST 23: "Collected Poems," Robert Frost.</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Columbia Broadcasting Symphony 3:00-4:00 p.m. EACH SUNDAY</p>	<p>Howard Barlow, brilliant director of Columbia Broadcasting Symphony, this month continues his fourth season of Sunday afternoon concerts on CBS. On Sunday, August 1, he directs a program consisting of Sir Edward Elgar's Overture to "Froissart"; Mozart's "Haffner Symphony" and "Tapiola," by J. Sibelius, great Finnish composer. The orchestra pursues its policy of mingling contemporary novelties with masterworks of all periods.</p>
<p>Philharmonic Symphony Stadium Concerts 9:30-10:30 p.m. EACH WEDNESDAY, THRU AUGUST 16</p>	<p>The famed summer concerts of the New York Philharmonic Symphony Orchestra, in Leohn Stadium, are again carried by Columbia. On August 2, Fritz Reiner directs the orchestra in an all-Beethoven program, with Ezra Rabinovich, noted pianist, as guest soloist, and on August 9 Reiner conducts Beethoven's great Fifth Symphony.</p>
<p>Story of the Song 3:30-4:00 p.m. EACH TUESDAY</p>	<p>Columbia presents outstanding concert singing in selections of great music of the world's composers. The program for August is devoted to an international cycle, with works of Grieg and Sibelius on August 1 and songs by Antonin Dvorak the following week. Artists include Genevieve Rowe, soprano; Ruth Carhart, contralto; William Hain, tenor, and Hubert Hendrie, baritone.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>Serenade for Strings 8:30-9:00 p.m. THURSDAY, AUGUST 3 AND 10</p>	<p>In association with the Canadian Broadcasting Corporation Columbia presents "Serenade for Strings," an international exchange program, originating in Montreal. A large string symphony orchestra, under the direction of Jean Deslauriers is a permanent feature, with prominent guest soloists. This month Germaine Bruyere appears on the program August 3, with Mary Friedman as guest artist the week following.</p>
<p>Dorian String Quartet 11:00-11:30 a.m. EACH SATURDAY</p>	<p>The Dorian String Quartet, consisting of Alexander Cores and Harry Friedman, violins, David Mankovitz, viola, and Bernard Greenhouse, cello, are featured in a new Columbia Saturday morning series. The Quartet, with Mr. Cores doing the research, are convinced that little-known American chamber music has much in it of great value, and their selections on this program range from middle nineteenth century works to that of modern American composers.</p>
<p>Columbia's Concert Hall 11:30-12:00 noon EACH SATURDAY</p>	<p>Rounding out a full hour of fine music each Saturday, Columbia's Concert Hall presents a group of vocal and instrumental artists in association with the Columbia Concerts Corporation. Guests who appear on this program in August include Muriel Kerr, pianist, on August 5, followed weekly by Enya Gonzalez, soprano, Edwina Enstis, mezzo-soprano, and Arnold Behnick, violinist.</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Grant Park Concerts 10:30-11:00 p.m. EACH MONDAY 10:00-10:30 p.m. WEDNESDAY, AUGUST 23 AND 30</p>	<p>The famous Grant Park outdoor concert-broadcast from Chicago over Columbia's network for the fifth consecutive season. The concerts, under the auspices of the Chicago Park Board and Chicago Federation of Musicians, are presented each Monday, and beginning August 23 each Wednesday. The Monday schedule:</p> <p>AUGUST 7 AND 14: Chicago Symphony Orchestra.</p> <p>AUGUST 21: Cavallo's Symphonic Band.</p> <p>AUGUST 28: A. F. Thaviu and his band.</p> <p>On Wednesday, August 23, Walter Steinbock and his orchestra appear, and the next week brings the Woman's Symphony Orchestra, directed by Rudolph Ganz.</p>
<p>Wallberg Brown Strings 1:30-2:00 p.m. EACH SUNDAY</p>	<p>A string ensemble, under the direction of Wallberg Brown, musical director of Columbus Cleveland station, WGAR, plays classical favorites in this Sunday series.</p>
<p>"Goin' South" 2:30-3:00 p.m. EACH SUNDAY</p>	<p>Clyde Barrie, Negro baritone, the Deep River Boys quartet, and Charles Paul, organist, present a program of Negro songs and spirituals.</p>
<p>Pop Concert 5:00-5:30 p.m. EACH MONDAY</p>	<p>Howard Barlow directs the Columbia Symphony Orchestra this month in a new series devoted to shorter symphonic works.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>Exploring Music 5:00-5:30 p.m. EACH TUESDAY</p>	<p>Bernard Herrmann conducts the Columbia String Orchestra each Tuesday afternoon in programs featuring the lesser-known shorter classical works.</p>
<p>From the Organ Loft 9:00-9:25 a.m. EACH SUNDAY</p>	<p>Julius Mattfeld, outstanding concert organist and director of the CBS Music Library, is soloist on these programs of organ music. He promises to have played every known organ composition of a shorter nature before he concludes this present series.</p>
<p>United States Army and Marine Bands THURSDAY, FRIDAY, 3-3:30 p.m.</p>	<p>Band music is played each Thursday and Friday on Columbia in half-hour programs by the United States Army and Marine Bands.</p>
<p>World's Fair Choral Program 5:30-6:00 p.m. EACH SUNDAY 5:15-6:00 p.m. SUNDAY, AUGUST 6</p>	<p>Each week the finest choral groups in the world visit the Temple of Religion at the New York World's Fair, and present selections of their outstanding songs. Columbia, in cooperation with the Fair brings to the nation these weekly programs.</p>
<p>Clyde Barrie — Leon Goldman Ensemble 3:30-4:00 p.m. EACH THURSDAY</p>	<p>Clyde Barrie, gifted young Negro baritone, is accompanied by the Leon Goldman ensemble in this new series of songs of concert and opera, fitted for his rich voice.</p>

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
<p>Church of the Air 10:00-10:30 a.m. 1:00-1:30 p.m. EACH SUNDAY</p>	<p>The <i>Church of the Air</i> is presenting its consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.</p> <p>AUGUST 6: <i>Morning</i>—Rev. Lester W. Bump, Ph.D., executive secretary, Pittsburgh Baptist Association, Pittsburgh.</p> <p><i>Afternoon</i>—Rabbi Aaron L. Weinstein, Ten Israel of Jamaica, New York.</p> <p>AUGUST 13: <i>Morning</i>—Rev. E. Shurley Johnson, Central Methodist Church, Detroit, Michigan.</p> <p><i>Afternoon</i>—Rev. Peter B. Duffee, O.F.M., Franciscan Monastery, New York.</p> <p>AUGUST 20: <i>Morning</i>—Rev. Harry B. Taylor, associate minister, Brick Presbyterian Church, New York.</p> <p><i>Afternoon</i>—Mr. Alexis Darusmont, former First Reader, Christian Science Church, Cincinnati, Ohio.</p> <p>AUGUST 27: <i>Morning</i>—Rev. Armin Geisler Weng, Ph.D., president, Illinois Synod of the United Lutheran Church, Chicago, Illinois.</p> <p><i>Afternoon</i>—Rev. William E. Sheedy, Order of St. Augustine, Philadelphia, Pennsylvania.</p>
<p>National Conference of Catholic Charities 5:30-5:45 p.m. SUNDAY, AUGUST 6</p>	<p>The National Conference of Catholic Charities held at Denver, Colorado, features an address by the Most Reverend John Joseph Mitty, D.D., Archbishop of San Francisco.</p>

**RELIGIOUS
BROADCASTS**

PROGRAM AND TIME	DESCRIPTION
<p>Wings Over Jordan 10:30-11:00 a.m. EACH SUNDAY</p>	<p>This program of spirituals and religious talks is presented by a Negro choir of 35 voices from Cleveland and by outstanding Negro leaders and educators.</p> <p>AUGUST 6: Dr. E. D. Bluford, president, Agricultural and Technical College of North Carolina, Greensboro, N. C.</p> <p>AUGUST 13: Dr. F. G. Clark, president, Southern University, Scotlandville, La.</p> <p>AUGUST 20: Rev. Damon P. Young, pastor, Mount Zion Methodist Episcopal Church, Cincinnati, Ohio.</p> <p>AUGUST 27: Dr. E. C. Smith, pastor, Metropolitan Baptist Church, Washington, D. C.</p>

**CHILDREN'S
PROGRAMS**

<p>"March of Games" 5:45-6:00 p.m. TUESDAY AND THURSDAY</p>	<p>Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. Arthur Ross is schoolboy master-of-ceremonies and Sybil Trent, 11-year-old "Miss Drum Major" of the program.</p>
<p>"Let's Pretend" 12:30-1:00 p.m. EACH SATURDAY</p>	<p>The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors. These dramas have been a Columbia children's feature for nine years. The program has already been awarded four prizes this year.</p>

CBS SUSTAINING PROGRAMS

VARIETY

PROGRAM AND TIME	DESCRIPTION
<p>"Let's Go to the Fair" 10:00-10:30 p.m. EACH SUNDAY</p>	<p>Light music, tap-dancing, descriptions of unusual concessions, and dialogues from the New York World's Fair are brought to Columbia listeners on this novel variety program, emceed by John S. Young, radio director of the fair. Each broadcast will feature a "remote" from one of the more exciting corners of the exposition. The orchestra is Joseph Littau and the Tritons.</p>
<p>"Court of Reflections" 10:15-10:45 p.m. EACH SATURDAY</p>	<p>Famous legends of the old West in musical-dramatic form are broadcast on the Columbia network from the Golden Gate International Exposition on Treasure Island, San Francisco.</p>
<p>Columbia's Gay Nineties Revue 6:00-6:30 p.m. EACH SUNDAY</p>	<p>Garbed in costumes of the gay nineties, leading Columbia entertainers present a variety show of music and comedy, typical of the song and story of four decades ago. The program features Joe Howard, veteran song writer and emcee, soprano Genevieve Rowe, comedienne Beatrice Kay, and Latimer and Costello, the Weber-and-Fieldsian comedy team. Ray Block is the director and Al Rinker the producer of the show.</p>
<p>"Under Western Skies" 8:00-8:30 p.m. EACH FRIDAY</p>	<p>Johnny Mack Brown of the movies heads the cast of this new variety musical, which features a musical and dramatic program with Les Gayle, singer, and the versatile Texas Rango vocal and instrumental group.</p>

PERSONALITIES

PROGRAM AND TIME	DESCRIPTION
<p>"Columbia's Country Journal" 5:00-5:30 p.m. EACH SUNDAY</p>	<p>Charley Stookey, former Illinois farmer and veteran farm broadcaster, interviews farmers and their wives about crops, farm legislation, home life, and modern scientific farming. Columbia sets up its microphones in the heart of the wheat country, in the dairy farming states, in the tobacco and cotton area, and in the corn and hog farm districts.</p>
<p>"Uncle Jonathan" 6:30-6:45 p.m. MONDAY, WEDNESDAY AND FRIDAY</p>	<p>"Uncle Jonathan," editor and publisher of the Bottsville Bugle, world's only cellophane newspaper (so you can see through it), is brought to CBS listeners specially from BBNF, key station of the mythical Alfalfa Network.</p>
<p>"Armchair Adventures" 10:45-11:00 p.m. SUNDAY, TUESDAY, WEDNESDAY, THURSDAY, AND SATURDAY</p>	<p>Frank Graham plays all the parts in these dramatizations of unusual stories, running the gamut of humor, pathos, and tragedy. The programs originate in KNX, Hollywood.</p>
<p>"So . . . You Think You Know Music"—Ted Cott 1:00-4:30 p.m. EACH SUNDAY</p>	<p>Four studio volunteers participate in a musical quiz, conducted by emcee Ted Cott and judged by Francis Macaluso. The quiz is conducted at CBS Radio Theatre 1, just off Times Square.</p>
<p>Michael Loring 7:15-7:30 p.m. MON. & WED. FRIDAY, 7:30-7:45 p.m.</p>	<p>Michael Loring, featured film player and musical comedy singer, is heard three times a week in a program of current song hits, Negro chants, and Irish ballads.</p>
<p>"That's What I Said—" Ted Husing 7:15-7:30 p.m. EACH TUESDAY</p>	<p>Ted Husing begins a new series of fresh up-to-the-minute sports news in a weekly fanning bee with Jimmy Dolan and a guest. Bill Corum, "Journal-American" sports columnist, is the first guest.</p>

CBS SUSTAINING PROGRAMS

PERSONALITIES

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Judith Arlen's Penthouse Blues 6:45-7:00 p.m. MONDAY THRU FRIDAY</p>	<p>Judith Arlen, rising young Columbia vocalist, sings a program of popular songs in an unusually "blue" manner, from her penthouse studio, high over Madison Avenue.</p>
<p>"The Alibi Club" 7:00-7:30 p.m. EACH SUNDAY</p>	<p>Emcee Don Ross and femmemcee Gwen Leary ask guests their alibies to novel situations. The man and woman winning vie for grand prize. Earle McGill directs and the program features Ray Block's orchestra.</p>
<p>Man About Hollywood— George McCall 9:00-9:30 p.m. EACH MONDAY</p>	<p>Interviews with Hollywood's stars each week are the feature of this new series of news stories about the film capital, starring George McCall, Hollywood reporter.</p>
<p>Richard Maxwell 9:00-9:15 a.m. MONDAY THRU SATURDAY</p>	<p>Richard Maxwell presents six programs of hymns, inspirational songs and homely philosophy each week.</p>
<p>Professor Quiz 8:30-9:00 p.m. EACH SATURDAY</p>	<p>Professor Quiz continues to officiate at a famous and popular question-and-answer program.</p>
<p>Outdoors with Bob Edge 7:45-8:00 p.m. EACH FRIDAY</p>	<p>Bob Edge, popular young sportsman, is host in this series of informal talks dedicated to hunting and fishing enthusiasts.</p>
<p>Major Bowes' Capitol Family 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Family includes the Dalton Brothers (Kelly, Jack and Pete); Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herman, xylophonist, and W. Mayo's Orchestra.</p>

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION														
<p>Orrin Tucker's Teatimers 8:00-8:30 p.m. EACH SATURDAY</p>	<p>A new musical personality is featured in a Columbia series from Hollywood station KNN. Orrin Tucker, youthful maestro and his orchestra and vocalists join in a gay half-hour's frolic.</p>														
<p>CBS Vocalists Various hours MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:</p> <table border="0" data-bbox="772 780 1229 942"> <tr> <td>Clyde Barrie</td> <td>Doris Rhodes</td> </tr> <tr> <td>Ruth Carhart</td> <td>Genevieve Rowe</td> </tr> <tr> <td>Buddy Clark</td> <td>Jack Shannon</td> </tr> <tr> <td>Audrey Marsh</td> <td>Barry Wood</td> </tr> </table>	Clyde Barrie	Doris Rhodes	Ruth Carhart	Genevieve Rowe	Buddy Clark	Jack Shannon	Audrey Marsh	Barry Wood						
Clyde Barrie	Doris Rhodes														
Ruth Carhart	Genevieve Rowe														
Buddy Clark	Jack Shannon														
Audrey Marsh	Barry Wood														
<p>Deep River Boys, Eton Boys, Four Clubmen Various hours</p>	<p>These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.</p>														
<p>Dance Orchestras Various hours MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for August:</p> <table border="0" data-bbox="772 1399 1229 1666"> <tr> <td>Count Basie</td> <td>Jack Jenney</td> </tr> <tr> <td>Ben Bernie</td> <td>Henry King</td> </tr> <tr> <td>Cab Calloway</td> <td>Enoch Light</td> </tr> <tr> <td>Del Courtney</td> <td>Carlos Molina</td> </tr> <tr> <td>Shep Fields</td> <td>Harry Owens</td> </tr> <tr> <td>Jan Garber</td> <td>Ted Weems</td> </tr> <tr> <td>Harry James</td> <td>Sterling Young</td> </tr> </table>	Count Basie	Jack Jenney	Ben Bernie	Henry King	Cab Calloway	Enoch Light	Del Courtney	Carlos Molina	Shep Fields	Harry Owens	Jan Garber	Ted Weems	Harry James	Sterling Young
Count Basie	Jack Jenney														
Ben Bernie	Henry King														
Cab Calloway	Enoch Light														
Del Courtney	Carlos Molina														
Shep Fields	Harry Owens														
Jan Garber	Ted Weems														
Harry James	Sterling Young														

ADDENDA: JULY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of July programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

JULY 1: Paul Muni recited a dramatic monologue, "An American Father to His Son," written specially by Merrill Dennison, Columbia writer, for the program, sponsored by the Council Against Intolerance in America, 8-8:15 p.m.

JULY 9: Representative John M. Vorys (R) of Ohio discussed "Neutrality" and the President's new bill in a Columbia broadcast from Washington, 10:45-11 p.m.

JULY 11: Stephen T. Early, White House press secretary, spoke of "Radio and Its Relationship to Government" over the Columbia network from Atlantic City, 11:45 a.m.-12:15 p.m.

JULY 12: Will Hays broadcast from Los Angeles on "The Mirror of America," 10:30-10:45 p.m.

JULY 13: Senator Joseph F. Guffey (D) of Pennsylvania presented "A Political Preview of 1940" over the Columbia network from Washington, 10:45-11 p.m.

JULY 15: Edward R. Murrow, CBS European director, interviewed members of Great Britain's new conscript army from Alder-

shot, famous British army training camp. He also discussed life at Aldershot barracks with several British officers, 10:30-10:45 a.m.

JULY 19: Representative Samuel Dickstein (D) of New York discussed the present state of immigration in an address from Washington, 10:30-10:45 p.m.

JULY 21: Governor Arthur H. James (R) of Pennsylvania replied to Senator Guffey's "Preview of 1940" from the Executive Mansion in Harrisburg, 6:30-6:45 p.m.

JULY 26: Representative J. William Dittmer (R) of Pennsylvania, member of the House Appropriations Committee, spoke on the President's "Lending-Spending Program" from Washington, 10:30-10:45 p.m.

JULY 27: Charles Fahy, general counsel for the National Labor Relations Board, was heard from Washington, 10:30-10:45 p.m.

SPECIAL EVENTS

JULY 12: The famous flying Hutchinson family recounted experiences in their recent Western Hemisphere flight in a Columbia broadcast from Washington. Lieutenant

Colonel and Mrs. Hutchinson and their two daughters described their visits to twenty-two chief executives in Canada, the West Indies, Central America, and South America, 5:45-6 p.m.

JULY 12, 13, 14, and 15: CBS listeners heard exclusive broadcasts by Ted Husing of the Professional Golfers Association championship matches at the Pomonok Country Club in Flushing, Long Island. On the first three days Husing summarized the play directly from the clubhouse, 6:30-6:45 p.m. On the final day, four broadcasts were made from CBS mobile unit, of the match in which Henry Picard defeated Byron Nelson, open champion, followed by a complete summary, 6:05-6:15 p.m.

JULY 14: The celebration of Bastille Day in Paris was described by Columbia's Paris representative Thomas L. Grandin and by Ralph Heinzen, United Press correspondent, 6:45-7 p.m.

JULY 16: Doris Rhodes, Michael Loring, and the Four Clubmen were heard on the Columbia network in a salute to KRLD, CBS station in Dallas, 11-11:30 p.m.

JULY 22: The Arlington Classic at Chicago, one of America's greatest races, which saw Johnstown upset by Challedon, was described exclusively over the Columbia network, 6:05-6:30 p.m.

JULY 27: The East-West mouse derby was described by CBS announcer Charles Stark in a "remote" from the playground of the Lenox Hill Neighborhood Association. After his account of the race of ten mice to get out of a large circle, Stark interviewed Frank Buck and Merle Gulick, vice-chairman of the Greater New York Fund, which arranged the event. (N. Y. State network only), 11-11:15 a.m.

JULY 30: An address by Paul V. McNutt, director of the new Federal Security Agency, was the highlight of a full hour's Columbia broadcast of the opening ceremonies of the Seventh International Poultry Congress in Cleveland. McNutt's speech, titled "Brotherhood and Peace," followed addresses by Mayor Harold H. Burton of Cleveland and Glenn H. Campbell, president of the Congress, 4:30-5:30 p.m.

SERIOUS MUSIC

JULY 30: The Chrysler Choir of seven hundred male voices sang in a Columbia network broadcast from the Court of Peace at the New York World's Fair. The program included religious music by Palestrina, Bach, Haydn, and Handel, as well as a number of European and American folk-tunes, 5:30-6 p.m.



THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
1622 Chestnut Street, Philadelphia • 410 North Michigan Avenue, Chicago • 902 Fisher Building,
Detroit • Mart Building, St. Louis • Hotel Alms, Cincinnati • 625 Second Avenue, South
Minneapolis • Wilder Building, Charlotte, N. C. • 817 Earle Building, Washington • Columbia
Square, Hollywood • Palace Hotel, San Francisco • 11 Langham Place, W. 1, London

**STUDIO
ON THE AIR**

4



CBS PROGRAM BOOK • SEPTEMBER, 1939



SEPTEMBER, 1939

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 26

WABC SPONSORED PROGRAMS: pp. 27 to 28

CBS SUSTAINING PROGRAMS: pp. 29 to 46

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

NATIONAL BROADCASTING COMPANY, INC.

GENERAL LIBRARY

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

INDEX: COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

- CHRYSLER CORPORATION:
Plymouth, Dodge, DeSoto,
Chrysler motor cars Page 7
- FORD MOTOR COMPANY:
Ford, Lincoln, Lincoln Zephyr,
Mercury Page 9

● CIGARETTES & TOBACCO

- AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes Page 3
- BROWN & WILLIAMSON TOBACCO CORP.:
Raleigh Cigarettes Page 5
Wings Cigarettes Page 25
- LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes Page 15
- PHILIP MORRIS & COMPANY, INC.:
Philip Morris Cigarettes Page 17
- R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
Prince Albert Tobacco Page 21
- STEPHANO BROTHERS:
"Marvels" Cigarettes Page 25
- U. S. TOBACCO COMPANY:
Dill's Best,
Model Smoking Tobacco Page 23

● CONFECTIONERY

- EUCLID CANDY COMPANY:
Candy Bars Page 25
- WM. WRIGLEY JR. COMPANY:
Wrigley's Doublemint Gum,
Wrigley's Spearmint Gum Page 23

● DRUGS & TOILET GOODS

- AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics Page 7
- ANACIN COMPANY:
Anacin Page 3
- BAYER COMPANY:
Bayer Aspirin Page 3
- CAMPANA SALES COMPANY:
Italian Balm, Dreskin,
Coolies, D.D.D. Page 5
- COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
Colgate Dental Cream,
Palmolive Shave Cream,
Palmolive Brushless Shave,
Colgate Tooth Powder,
Palmolive Soap Page 7
- KOLYNOS COMPANY:
Kolynos Toothpaste Page 13
- LADY ESTHER COMPANY:
Cosmetics Page 13
- THE LAMBERT COMPANY:
Listerine Products,
Prophylactic Brushes Page 13
- LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lifebuoy Page 13
Lux Toilet Soap Page 15
- THE PROCTER & GAMBLE COMPANY:
(See also Laundry Soaps; Foods)
Drene, Teel, Ivory Page 19
- JOHN H. WOODBURY, INC.:
Woodbury's Powder,
Soap and Cream Page 23
- WYETH CHEMICAL COMPANY:
Hill's Nose Drops Page 23

FOODS & BEVERAGES

BOWEY'S, INC.:
Dari-Rich Products Page 3

CAMPBELL SOUP COMPANY:
Franco-American Spaghetti,
Campbell's Soups,
Beans, and Tomato Juice Page 5

CONTINENTAL BAKING COMPANY, INC.:
Wonder Bread, Hostess Cake Page 7

GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
Sanka,
Post Toasties Page 9
Postum Page 11

HAWAIIAN PINEAPPLE COMPANY:
"Dole" Pineapple,
"Dole" Pineapple Juice Page 11

GEO. A. HORMEL & COMPANY:
Hormel Soups and Food Products Page 13

LEVER BROTHERS COMPANY:
(See also Drugs; Laundry Soaps)
Spry Page 15

NEHI CORPORATION:
Royal Crown Cola Page 17

PET MILK SALES CORPORATION:
Pet Evaporated Milk Page 17

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Laundry Soaps)
Crisco Page 19

S & W FINE FOODS, INC.:
Food Products Page 25

SEALTEST, INC.:
Sealtest System of Laboratory Control
of Milk and Ice Cream Page 21

Octagon Products Page 25

THE CUDAHY PACKING COMPANY:
Old Dutch Cleanser Page 9

GENERAL FOODS CORPORATION:
(See also Foods)
La France, Satina Page 11

GRIFFIN MANUFACTURING COMPANY:
Griffin Shoe Polishes Page 11

LEVER BROTHERS COMPANY:
(See also Drugs; Foods)
Rinso Pages 13 and 15
Lux Flakes Page 15

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Foods)
Chipso, Ivory, Oxydol Page 19

LUBRICANTS

AMERICAN OIL COMPANY:
Amoco-Gas, Orange American Gas Page 3

ETHYL GASOLINE CORPORATION:
"Ethyl" Gasoline Page 9

GULF OIL CORPORATION:
Motor Oil and Gas Page 11

THE PURE OIL COMPANY:
Petroleum products Page 21

RIO GRANDE OIL, INC.:
Petroleum products Page 25

TEXAS COMPANY:
Texaco Products Page 21

WILSHIRE OIL COMPANY, INC.:
Polly Gas Page 25

MISCELLANEOUS

PERSONAL FINANCE COMPANY:
Personal Loan Service Page 17

PRUDENTIAL INSURANCE COMPANY
OF AMERICA:
Insurance Services Page 19

LAUNDRY SOAPS & ACCESSORIES

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Drugs & Toilet Goods)
Concentrated Super Suds Page 7

All time listed on the following pages is current New York time unless otherwise indicated.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cost
AMERICAN OIL COMPANY	Amoco-Gas Orange American Gas
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin
BOWEY'S, INC.	Dari-Rich Products

PROGRAM	TIME	AGENCY	ON CBS*
Romance of Helen Trent <i>serial drama</i> (also WYETH CHEMICAL COMPANY)	Mon., Tues., Wed. 12:30-12:45 p.m. 30 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	299 Weeks
Human Side of the News, Edwin C. Hill <i>news</i>	Mon. thru Fri. 6:05-6:15 p.m. <i>Rebroadcast</i> 11:05-11:15 p.m. 42 CBS stations ORIGINATES: WABC	The Joseph Katz Company	56 Weeks
Great Hit Parade Frank Warnow's Orchestra, Guy Ross, Raymond Scott's Sextet, Bea Wain and the Guy Macs <i>popular music and vocalists</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 61 CBS stations ORIGINATES: WABC	Lord & Thomas	174 Weeks
Gal, Sunday <i>serial drama</i> (also KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45-1:00 p.m. 31 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	135 Weeks
Good Husband Helen Menken, presented by the Famous Actors' Guild <i>serial drama</i>	Tuesday 7:30-8:00 p.m. 49 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	416 Weeks
Music and Rhythm Todd Hunter, reporter; Dave Brubeck, pianist and Carl Fennerty's Orchestra <i>folk and music</i>	Sunday 11:00-11:30 a.m. <i>Rebroadcast</i> 2:30-3:00 p.m. 33 CBS stations ORIGINATES: WBBM	Sorensen & Company	13 Weeks

*figures indicate the total number of weeks which the client has used CBS facilities.

PROGRAM	TIME	AGENCY	WEEKS*
Ed Sullivan <i>comedy-variety</i> (beginning September 24)	Sun. thru Fri. 11:00-11:15 p.m. 35 CBS stations ORIGINATES: LOUISVILLE	Batten, Barton, Durstine, & Osborn, Inc.	21 Weeks
Let's Sing Barbara Luddy and Tremayne <i>Drama at the "Little Theater at Times Square"</i>	Friday 9:30-10:00 p.m. 50 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	83 Weeks
Phyllis Playhouse Helen Welles, director, and other stars (beginning September 10)	Sunday 8:00-9:00 p.m. <i>Rebroadcast</i> <i>September 10 and 17</i> <i>11:00-12:00 p.m.</i> <i>September 24</i> <i>10:00-11:00 p.m.</i> 67 CBS stations ORIGINATES: WABC	Ward Wheelock Company	247 Weeks
How 'n' Andy <i>comedy-drama</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> <i>11:00-11:15 p.m.</i> 52 CBS stations ORIGINATES: KNX		
Linda Curtis <i>dramatic serial</i> (beginning September 11)	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> <i>2:30-2:45 p.m.</i> 53 CBS stations ORIGINATES: WABC		
"Let the Dixons" Barbara Weeks and Edward Widmark <i>domestic Serial</i>	Mon. thru Fri. 9:15-9:30 a.m. 16 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	

*The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave Concentrated Super Suds Palmolive Soap Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake

PROGRAM	TIME	AGENCY	ON CBS*
Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. 79 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	182 Weeks
Midnight Gate Ask-It Basket McWilliams, MC <i>Questions and answers</i>	Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 60 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	185 Weeks
Strange As It Seems <i>Dramatizations of unusual facts</i>	Thursday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 52 CBS stations ORIGINATES: WABC		
Art and Marge <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 71 CBS stations ORIGINATES: WABC		
Blotop House Spring Bess Johnson <i>Serial drama</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. 74 CBS stations ORIGINATES: WABC		
Brother <i>Serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. 25 CBS stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	
Beauty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 43 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	232 Weeks

* Figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
ETHYL GASOLINE CORP.	"Ethyl" Gasoline
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury
GENERAL FOODS CORPORATION	Sanka Post Toasties

PROGRAM	TIME	AGENCY	ON CBS*
Belvor's Children <i>serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunnyn- ham, Inc.	244 Weeks
Be-Up Time with Tony Martin, the Kostelanetz's Orchestra, Thompson's Rhythm Singers and Laughlin, and guest stars <i>musical variety</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 63 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	29 Weeks
Good Summer Hour with James Melton, Francia White, the Voorhees' Orchestra, chorus and "Rouge Reporter" and guests <i>musical variety</i>	Sunday <i>September 3, 10,</i> <i>and 17 only</i> 9:00-10:00 p.m. 75 CBS stations ORIGINATES: WJB	N. W. Ayer & Son, Inc.	283 Weeks
Sunday Evening Hour with Symphony Orchestra and chorus, with guest conductors and soloists <i>With Talks by W. J. Cameron</i> <i>(beginning September 24)</i>	Sunday 9:00-10:00 p.m. 77 CBS stations ORIGINATES: WJR		
Life, the People with Gabriel Heatter, Harry von Zell and Guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 73 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	236 Weeks
Life with E. Brown with Frank Gill and Bill Demling, comedians, Paula Winslow, Margaret McCrae, vocalist and Harry Sosnik's Orchestra <i>Comedy and musical variety</i> <i>(series ends September 28)</i>	Thursday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 69 CBS stations ORIGINATES: KNX	Benton & Bowles, Inc.	

*The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
GENERAL FOODS <i>Continued</i>	La France Satina Postum
GRIFFIN MANUFACTURING COMPANY, INC.	Griffin Shoe Polishes
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice

PROGRAM	TIME	AGENCY	ON CBS*
<p>Joe Jordan, Girl Interne <i>Serial drama</i></p>	<p>Mon., Wed., Fri. 12:00-12:15 p.m. 40 CBS stations ORIGINATES: WABC</p>	<p>Young & Rubicam, Inc.</p>	<p>236 Weeks</p>
<p>Tom and Abner <i>Comedy sketches</i></p>	<p>Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 46 CBS stations ORIGINATES: KNX</p>		
<p>Time to Shine, with Hal Kemp's Orchestra and Special Guests <i>Musical variety</i></p>	<p>Tuesday 10:00-10:30 p.m. 42 CBS stations ORIGINATES: WABC</p>	<p>Birmingham, Castleman & Pierce, Inc.</p>	<p>43 Weeks</p>
<p>Half Musical Playhouse with Erno Rapee, Jane Froman and Jan Peerce <i>Musical</i></p>	<p>Sunday 7:30-8:00 p.m. <i>September 3, 10, and 17 only</i> 7:30-8:00 p.m. 63 CBS stations ORIGINATES: WABC</p>	<p>Young & Rubicam, Inc.</p>	<p>290 Weeks</p>
<p>Green Guild Theatre with Roger Pryor, MC, Green stars as guests, and Oscar Bradley's Orchestra <i>Variety and drama</i> (beginning September 24)</p>	<p>Sunday 7:30-8:00 p.m. 64 CBS stations ORIGINATES: KNX</p>		
<p>Honolulu Bound with Phil Baker, "Bottle", the Andrews Sisters, and the Murray's Orchestra <i>Comedy and musical variety</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12 mid. 12:30 a.m. 61 CBS stations ORIGINATES: WABC</p>	<p>Young & Rubicam, Inc.</p>	<p>33 Weeks</p>

*The figures indicate the total number of weeks on which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
GEORGE A. HORMEL & COMPANY	Hormel Soups and other Food Products
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Rinso Lifebuoy

PROGRAM	TIME	AGENCY	ON CBS
Happened in Hollywood with Martha Mears, John Conte and the Dunstedter's Orchestra <i>Musical variety</i>	Mon., Wed., Fri. 11:00-11:15 a.m. <i>Beginning Sept. 25</i> 5:30-5:45 p.m. 25 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	106 Weeks
Mr. Gal, Sunday <i>Serial drama</i> (See also ANACIN COMPANY)	Thurs. and Fri. 12:45-1:00 p.m. 31 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	402 Weeks
Luigi Lombardo and His Orchestra <i>Popular music</i>	Monday 9:30-10:00 p.m. <i>Beginning Sept. 11</i> 10:00-10:30 p.m. 17 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	299 Weeks
Mad as Central Station <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. 51 CBS stations ORIGINATES: WABC	Lambert & Feasley, Inc.	113 Weeks
My Town starring Edward G. Robinson <i>Dramatic</i> (beginning September 19)	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 65 CBS stations 26 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	155 Weeks
Society Show starring Walter O'Keefe <i>Comedy and music</i> (beginning September 19)	Tuesday 8:30-9:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 61 CBS stations 26 CBC stations ORIGINATES: WABC		

The figures indicate the total number of weeks in which the client has used CBS facilities.

PROGRAM	TIME	AGENCY	ON CBS*
Max Radio Theatre Will B. DeMille, director, with stars of stage and screen <i>Drama</i> (beginning September 11)	Monday 9:00-10:00 p.m. 61 CBS stations 26 CBC stations ORIGINATES: KNX	J. Walter Thompson Company	155 Weeks
My Sister Sam with Alice Frost and Martin Gabel <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 67 CBS stations 26 CBC stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	
Monty Allen's Real Life Stories <i>Dramatic sketches</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 61 CBS stations ORIGINATES: WABC		
The Life and Love of Dr. Susan <i>serial drama</i>	Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 5:15-5:30 p.m. 63 CBS stations ORIGINATES: WABC	J. Walter Thompson Co.	
Paul Whiteman and His Orchestra , with Joan Edwards, Mark Dennis, and The Modernaires <i>Musical variety</i>	Wednesday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 91 CBS stations ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	346 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
NEHI CORPORATION	Royal Crown Cola
PERSONAL FINANCE COMPANY	Personal Loan Service
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes

PROGRAM	TIME	AGENCY	ON CBS*
Believe It or Not Ripley <i>Musical variety</i> (this series ends September 22)	Friday 10:30-11:00 p.m. 75 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	23 Weeks
Black Bartley's Daughters <i>Serial drama</i>	Mon. thru Fri. 2:00-2:15 p.m. 25 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	95 Weeks
Friday Night Serenade Mary Eastman, soprano; Bill Perry, baritone, and Gustav Haenschen's Orchestra and Chorus <i>Musical</i>	Saturday 9:45-10:15 p.m. 52 CBS stations ORIGINATES: WABC	Gardner Advertising Company	304 Weeks
Friday Lee Taylor The economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 60 CBS stations ORIGINATES: KMOX		
Lonny Presents Lonny Green's Orchestra. Drama- tic "Perfect Crime," Floyd Sher- man, Roger Kinney, Genevieve Rowe, "Overly," Glenn Cross, Ray Bloch's Big 14 <i>Musical variety and dramatic interludes</i>	Friday 8:30-9:00 p.m. Beginning September 29 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 76 CBS stations ORIGINATES: WABC	The Biow Company, Inc.	155 Weeks

* The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
THE PROCTER & GAMBLE COMPANY	Teel Drene
	Oxydol
	Ivory
	Chipso
	Crisco
	Chipso
	Drene
PRUDENTIAL INSURANCE COMPANY OF AMERICA	Insurance Services

PROGRAM	TIME	AGENCY	ON CBS*
Professor Quiz with Bob Trout <i>Questions and Answers</i> (Beginning September 8)	Friday 7:30-8:00 p.m. <i>Rebroadcast</i> <i>(Beginning Sept. 29)</i> 9:00-9:30 p.m. 53 CBS stations ORIGINATES: WABC	H. W. Kastor & Sons	248 Weeks
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. 28 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
Life Can Be Beautiful <i>Serial drama</i>	Mon. thru Fri. 1:15-1:30 p.m. 35 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
Road of Life <i>Serial drama</i>	1:30-1:45 p.m. 23 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
His Day Is Ours <i>Serial drama</i>	1:45-2:00 p.m. 37 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
Manhattan Mother <i>Serial drama</i>	Mon. thru Fri. 9:30-9:45 a.m. 12 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
Minnie Fidler <i>Hollywood news reporter</i> (Beginning September 12)	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> <i>11:15-11:30 p.m.</i> 55 CBS stations ORIGINATES: KSN	H. W. Kastor & Sons	
When a Girl Marries <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 49 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	14 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
THE PURE OIL COMPANY	Petroleum Products
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco
SEALTEST, INC.	Sealtest System of Laboratory Control of Milk and Ice Cream
TEXAS COMPANY	"Texaco" Products

PROGRAM	TIME	AGENCY	ON CBS
Waltenborn Edits The News <i>News Analysis</i>	Sun. and Tues. 10:30-10:45 p.m. <i>Beginning Sept. 25</i> <i>Mon., Wed., Fri.</i> 6:30-6:45 p.m. 35 CBS stations ORIGINATES: WABC	Leo Burnett Company, Inc.	18 Weeks
"Londie" with Penny Singleton and Arthur Lake <i>Domestic comedy</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 86 CBS stations ORIGINATES: KXN	William Esty & Company, Inc.	322 Weeks
Bob Crosby's Orchestra with Johnny Mercer, singer and The Bobcats <i>Musical variety</i>	Tuesday 9:30-10:00 p.m. 87 CBS stations ORIGINATES: ON TOUR		
Our Family and Mine <i>Serial drama</i>	Mon. thru Fri. 2:30-2:45 p.m. 35 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	18 Weeks
Saxo Star Theatre with Ken Murray, MC, Frances Langford, Kenny Baker, James Wallington, and David Rockman's Orchestra; dramatic portion produced by Playwrights' Company (beginning September 13)	Wednesday 9:00-10:00 p.m. 91 CBS stations ORIGINATES: KXN AND WABC	Buchanan & Co.	116 Weeks

The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
JOHN H. WOODBURY, INC.	Woodbury's Powder, Soap and Cream
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum Wrigley's Spearmint Gum
WYETH CHEMICAL COMPANY	Hill's Nose Drops

PROGRAM	TIME	AGENCY	ON CBS
Model Minstrels with Tom Howard and George Shelton, the Eton Boys and Max Bloch's Orchestra <i>(Comedy and music)</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast</i> 11:30-12 mid. 53 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	222 Weeks
"The Parker Family" starring Leon Janney <i>Domestic comedy</i>	Thursday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 34 CBS stations ORIGINATES: WABC	Lennen & Mitchell, Inc.	133 Weeks
Gateway to Hollywood Summer Theater—"Career" starring Alice Eden and John Archer <i>Serial drama</i> Mattegood Baines <i>Serial drama</i>	Sunday 6:30-7:00 p.m. 62 CBS stations ORIGINATES: WBBM Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 5:00-5:15 p.m. Beginning Sept. 11 5:15-6:00 p.m. 66 CBS stations ORIGINATES: WBBM	Frances Hooper Advertising Agency Neisser Meyerhoff, Inc.	279 Weeks
The Romance of Helen Trent <i>Serial drama</i> (also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30-12:45 p.m. 30 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	224 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

**COLUMBIA
PACIFIC
NETWORK**

	CLIENT	PRODUCTS
	BROWN & WILLIAMSON TOBACCO CORPORATION	Wings Cigarettes
	S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Foods
	STEPHANO BROTHERS	"Marvels" Cigarettes

**COLUMBIA
CALIFORNIA
NETWORK**

	EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Candy Bars
	RIO GRANDE OIL, INC.	Petroleum Products
	WILSHIRE OIL COMPANY, INC.	Polly Gas

**COLUMBIA
DIXIE
NETWORK**

	COLGATE-PALMOLIVE-PEET CO.	Octagon Products
--	----------------------------	------------------

PROGRAM	TIME	AGENCY	ON CBS
ews, Views and Sport views by Hughes <i>Sports news</i>	Sun., Mon., Wed. and Friday 8:30-8:45 p.m. PST ORIGINATES: KSFO	Russell M. Seeds Co., Inc.	48 Weeks
Want a Divorce <i>Dramatic sketches</i>	Friday 8:00-8:15 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	46 Weeks
sports Pop-Offs" with Tom Breneman <i>Sports news</i>	Tues., Thurs., Sun. 9:30-9:45 p.m. PST ORIGINATES: KSFO	The Aitkin-Kynett Co.	5 Weeks
olid Ballot Box with Sam Hayes <i>The people vote</i>	Monday 8:45-9:00 p.m. PST <i>Beginning Sept. 26</i> Tuesday 7:30-7:45 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	93 Weeks
illing All Cars <i>Police file dramatizations</i>	Monday 9:00-9:30 p.m. PST <i>Starting Sept. 26</i> Tuesday 7:00-7:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell Advertising, Inc.	300 Weeks
pull Over, Neighbor" with Art Shank <i>Questions and Answers</i> (his series ends September 12)	Tuesday 7:30-8:00 p.m. PST ORIGINATES: KNX	Dan B. Miner Co.	8 Weeks
Woman of Courage" <i>Serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. ORIGINATES: WABC	Benton & Bowles, Inc.	7 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

WABC SPONSORED PROGRAMS

CLIENT	PROGRAM
GENERAL MILLS, INC. PROCTER & GAMBLE COMPANY SOCONY-VACUUM OIL COMPANY	Wheaties Ivory Mobiloil and Mobilgas
J. W. BEARDSLEY SONS BOND STORES, INC.	Foods and Canned Foods Men's Clothing
BOSCO COMPANY	Bosco (Milk Amplifier)
BROWN & WILLIAMSON TOBACCO CORPORATION	Tobacco Products
BULOVA WATCH COMPANY	Bulova Watches
GORDON BAKING COMPANY	Silvercup Bread
LIGGETT DRUG COMPANY, INC.	Fountain Service
MELVILLE SHOE COMPANY	Thom McAn Shoes
RUDOLPH WURLITZER COMPANY	Musical Instruments

PROGRAM	TIME	AGENCY	ON AIR*
Home games of New York Yankees and New York Giants <i>Play-by-play description by Arch McDonald</i>	Mon. thru Fri. Approx. 3:10-5:15 p.m. Sat. Approx. 2:25-4:30 p.m.	Knox-Reeves, Inc. Compton Advertising, Inc. J. Stirling Getchell	19 Weeks
The Morning Almanac featuring Phil Cook	Tues., Thurs., Sat. 7:30-7:45 a.m. Mon. thru Sat. 7:15-7:30 a.m.	Neff-Rogow, Inc.	Starts Sept. 26 Starts Sept. 11
News Program	Mon. thru Sat. 6:00-6:05 p.m.	Kenyon & Eckhardt, Inc.	30 Weeks
Port Review	Mon., Wed., Fri. 6:15-6:30 p.m.	Russell M. Seeds Company	21 Weeks
Time Signals	Mon. thru Sun. 10 Times daily	The Biow Company	521 Weeks
Reporting to Hoyt <i>Baseball previews with Waite Hoyt</i>	Mon. thru Fri. 3:00-3:10 p.m. Saturday 2:15-2:25 p.m.	N. W. Ayer & Son, Inc.	19 Weeks
The Morning Almanac featuring Phil Cook	Mon., Wed., Fri. 7:30-7:45 a.m.	Neff-Rogow, Inc.	33 Weeks
Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	39 Weeks
Time in the Spotlight	Mon. thru Sat. 8:05-8:10 a.m.	Schwimmer and Scott	Starts Sept. 5

*The figures indicate the total number of weeks which the client has used WABC facilities.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting, and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these ten classifications:

1. DRAMATIC SERIES Page 30
2. PUBLIC AFFAIRS Page 31
3. SPECIAL EVENTS Page 32
4. EDUCATIONAL PROGRAMS Page 35
5. CHILDREN'S PROGRAMS Page 38
6. RELIGIOUS BROADCASTS Page 39
7. SERIOUS MUSIC Page 41
8. VARIETY Page 43
9. PERSONALITIES Page 44
10. LIGHT MUSIC Page 46
- ADDENDA: AUGUST PROGRAMS Page 47

**DRAMATIC
SERIES**

PROGRAM AND TIME	DESCRIPTION
<p>Columbia Workshop Festival 10:00-10:30 p.m. EACH THURSDAY</p>	<p>The Columbia Workshop's third anniversary festival culminates this month in the production of two exceptional new radio plays and in the revival of two of the Workshop's most impressive successes. The September schedule:</p> <p>SEPTEMBER 7: "They Fly Through the Air with the Greatest of Ease," written and directed by Norman Corwin.</p> <p>SEPTEMBER 14: "The Use of Man," a new radio play by Lord Dunsany; directed by Earle McGill.</p> <p>SEPTEMBER 21: "Timothy Dexter," a new radio play by J. P. Marquand.</p> <p>SEPTEMBER 28: "The Fall of the City," by Archibald MacLeish; directed by Irving Reis.</p>
<p>Norman Corwin's "So This Is Radio" 10:00-10:30 p.m. MONDAY, SEPTEMBER 4</p>	<p>Columbia concludes on September 4, this unique series of programs dramatizing the evolution of radio from an uncertain invention to the world's most significant medium of entertainment and communication.</p>
<p>Ray Collins in "County Seat" 7:30-8:00 p.m. EACH SATURDAY</p>	<p>Ray Collins, one of radio's foremost actors, is featured in this dramatic series as Doc Hackett, small town druggist. The story of "County Seat" is written by Milton Geiger.</p>
<p>Buffalo Summer Theatre 3:30-4:00 p.m. EACH FRIDAY</p>	<p>The Buffalo Players, one of the most eminent groups in radio's straw-hat circuit, conclude their program of summer stock this month. The players include many leading legitimate actors and actresses.</p>

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p>"Women in the World of Tomorrow" 12:15-12:30 p.m. SATURDAY, SEPTEMBER 2 AND 9</p>	<p>This series, presented jointly by CBS and Women's National Radio Committee, includes this month with addresses on the social future of the world by two outstanding speakers.</p> <p>SEPTEMBER 2: Mark A. McCloskey, director of recreational and community activities on the Board of Education, discusses "Recreation in the World of Tomorrow."</p> <p>SEPTEMBER 9: Mrs. Josephine Schain, chairman of the Cause and Cure of War Conference and president of the Chautauqua Woman's Club, speaks on "World Society Tomorrow."</p>
<p>"Columbia's Country Journal" 5:00-5:30 p.m. EACH SUNDAY</p>	<p>Charley Stookey, Columbia's farm reporter, winds up his radio-journalistic tour of the nation's farming areas with talks from the California State Fair, a New England farm exposition, and the heart of the corn and soybean belt, and with a final round-up and forum from St. Louis.</p>
<p>"This Week in Washington" 6:30-6:45 p.m. EACH SATURDAY</p>	<p>In addition to his periodic news bulletins, Albert Warner, CBS reporter in Washington, reviews important developments in the American political scene each week.</p>
<p>Paul V. McNutt 10:30-10:45 p.m. THURSDAY, SEPTEMBER 14</p>	<p>Paul V. McNutt, federal security administrator, discusses the "Social Aims of Taxation" at a Consumers' Tax Commission conference in New York.</p>
<p>Frances Perkins 6:45-7:00 p.m. MONDAY, SEPTEMBER 4</p>	<p>Frances Perkins, President Roosevelt's Secretary of Labor, is heard in her seventh successive Columbia Labor Day address from Boston.</p>

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
<p>Congress of Industrial Organization 5:45-6:00 p.m. MONDAY, SEPTEMBER 4</p>	<p>James Carey, recently appointed secretary of the Congress of Industrial Organization, represents the C. I. O. in an exclusive Columbia Labor Day broadcast.</p>
<p>American Federation of Labor 6:30-6:45 p.m. MONDAY, SEPTEMBER 4</p>	<p>I. M. Ornburn, secretary-treasurer of the Union Label Trades Department of the A. F. of L., describes the functions and the objectives of his organization in a Labor Day talk.</p>

SPECIAL EVENTS

<p>Davis Cup Preview 2:45-3:00 p.m. 9:00-9:30 p.m. FRIDAY, SEPTEMBER 1</p>	<p>Bobby Riggs and Frank Parker, United States' singles performers, and Walter Pate and Harry C. Hopman, non-playing captains of the rival tennis teams, join Columbia's Ted Husing in a conversational analysis and prophecy of the next three days' Davis Cup competition. In an earlier broadcast, Husing describes the drawing which determines the order of play.</p>
<p>Davis Cup Challenge Round 2:00-2:15 p.m. 5:15-5:30 p.m. SATURDAY, SEPTEMBER 2 3:00-5:00 p.m. SUNDAY, SEPTEMBER 3 3:00-4:00 p.m. 4:30-5:00 p.m. MONDAY, SEPTEMBER 4</p>	<p>Ted Husing presents a vivid, stroke-by-stroke account of the Davis Cup Challenge Round in a Columbia exclusive from the Merion Cricket Club, Haverford, Pennsylvania. Assisted by Jimmy Dolan, Husing describes the singles matches, in which America's Riggs and Parker face Australia's Quist and Bromwich, on Saturday and Monday, and the doubles on Sunday afternoon. Columbia's complete coverage is heightened by two summaries of America's efforts to defend the trophy against the Australian netmen.</p>

CBS SUSTAINING PROGRAMS

SPECIAL EVENTS

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Saratoga Cup Race 6:15-6:30 p.m. FRIDAY, SEPTEMBER 1 4:45-5:15 p.m. SATURDAY, SEPTEMBER 2</p>	<p>Bryan Field, Columbia's veteran turf expert, previews and covers the Saratoga Cup Race, one of the outstanding features in the final of the annual Saratoga meeting. On the eve of the race, Field surveys the starters in the classic for three-year-olds in a preview estimate of their chances. Saturday he is at the track, describing the mile and six furlongs race in the precise, brisk manner which has characterized his coverage of Saratoga races this season.</p>
<p>Aqueduct Stake Races 4:00-4:30 p.m. MONDAY, SEPTEMBER 4 SATURDAY, SEPTEMBER 9 AND 16 WEDNESDAY, SEPTEMBER 13 AND 20</p>	<p>The scene of New York's horse-racing season shifts from Saratoga to Aqueduct on Labor Day, and Bryan Field moves with it—presenting eye-witness accounts of the major stakes races in the brief Queens meeting. His schedule includes:</p> <ul style="list-style-type: none"> SEPTEMBER 4: Aqueduct Handicap and preview of the Woodmere Stakes. SEPTEMBER 9: The Beldane Handicap and preview of the Babylon Handicap. SEPTEMBER 13: The Bayshore Handicap. SEPTEMBER 16: The Edgemere Handicap and Review of the Junior Championship. SEPTEMBER 20: The Stony Brook Stakes.
<p>Thompson Air Trophy 6:15-6:30 p.m. MONDAY, SEPTEMBER 4</p>	<p>A battery of four Columbia announcers describe the race for the Thompson Air Trophy, held each Labor Day in Cleveland, Ohio. The program is handled by the staff of CBS station WGAR in Cleveland.</p>

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p>National Men's and Women's Singles Championships 6:15-6:30 p.m. SEPTEMBER 7 THRU 9 SEPTEMBER 11 THRU 14 5:45-6:00 p.m. SUNDAY, SEPTEMBER 10 3:00-4:00 p.m. 6:30-6:45 p.m. FRIDAY, SEPTEMBER 15 2:00-4:00 p.m. 4:30-5:00 p.m. SATURDAY, SEPTEMBER 16</p>	<p>Ted Husing and Jimmy Dolan receive a three-day respite after covering the Davis Cup Challenge Round and then shift their microphones to Forest Hills, where they present a thorough description of the men's and women's national singles championships. Daily fifteen-minute summaries of the early rounds of play are followed on September 15 and September 16 by play-by-play accounts of the semi-finals and finals. In the daily bulletins Husing makes his usual sharp analysis of the competition, in which performers like Bobby Riggs, Bitsy Grant, Frank Parker, Adrian Quist, and John Bromwich are slated to star. Among the competitors in the women's division are Alice Marble, Helen Jacobs, Betty Nuthall, Mary Hardwick, and Kay Stammers.</p>
<p>National Amateur Golf AT VARIOUS HOURS SEPTEMBER 11 THRU 16</p>	<p>Columbia again furnishes exclusive coverage of the match play in the Men's National Amateur Golf Championship, held this year at the North Shore Country Club, just outside of Chicago.</p>
<p>Notre Dame vs. Purdue 2:45-5:00 p.m. SATURDAY, SEPTEMBER 30</p>	<p>Ted Husing and Jimmy Dolan get off to an auspicious 1939 football start with a play-by-play account of the Notre Dame-Purdue tussle in South Bend.</p>
<p>American Legion Convention AT VARIOUS HOURS SEPTEMBER 25 THRU 28</p>	<p>CBS' air news reporters cover the high-lights of the American Legion Convention, which meets this fall in Chicago. Columbia's station in Chicago, WBBM, handles the broadcasts.</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>The Human Adventure 8:00-9:00 p.m. TUESDAY, SEPTEMBER 5 AND 12</p>	<p>Columbia concludes this successful, experimental series, in which the substance of current but hitherto obscure scholarly research brought to the radio audience in vivid, dramatic form. This month's programs cover various phases of Einstein theory, the American frontier, and current work in anthropology.</p>
<p>Men Behind the Stars 5:45-6:00 p.m. FRIDAY, SEPTEMBER 1 AND 8 4:30-4:45 p.m. EACH FRIDAY</p>	<p>The lives and discoveries of astronomers throughout the ages are dramatized in this series, presented by Professor William H. Burton, Jr., of the Hayden Planetarium, and Harold Christian Adamson of the American Museum of Natural History. September's programs include the stories of the Southern Fish, the Charioteer, the Fisherman, the Herdsman, the Serpent Bearer.</p>
<p>Highways to Health 10:45-11:00 a.m. SATURDAY, SEPTEMBER 9 AND 16 5:30-5:45 p.m. EACH TUESDAY BEGINNING SEPTEMBER 19</p>	<p>The New York Academy of Medicine arranges these instructive medical talks for laymen. Dr. Augusto Galdston is in charge.</p> <p>SEPTEMBER 9: Dr. Louis Bishop, Jr., associate visiting physician, Bellevue Hospital: "What We Eat and What Do We Eat in Heart Diseases."</p> <p>SEPTEMBER 16: Dr. Thomas Holland Johnson, attending ophthalmologist, Neurological Institute: "What Happens to a Blind Man."</p> <p>SEPTEMBER 19: Dr. John F. Landon, assistant pediatrician, Roosevelt Hospital: "Protect Your Child's Health."</p> <p>SEPTEMBER 26: Dr. Miner C. Hill, director of pediatrics, North County Hospital: "How to Get the Most Out of Your Child's Doctor."</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION														
<p>CBS ADULT EDUCATION BOARD</p>	<p>The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:</p> <table border="0"> <tr> <td>LYMAN BRYSON, chairman</td> <td>SPENCER MILLER, JB.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCENT</td> </tr> <tr> <td>ROBERT I. GANNON, S. J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALVIN S. JOHNSON</td> <td>RAY LYMAN WILBUR</td> </tr> <tr> <td>HENRY R. LUCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, chairman	SPENCER MILLER, JB.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LUCE	JOSEPH H. WILLITS
LYMAN BRYSON, chairman	SPENCER MILLER, JB.														
STRINGFELLOW BARR	RUTH BRYAN ROHDE														
WILLIAM BENTON	THOMAS V. SMITH														
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT														
ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE														
ALVIN S. JOHNSON	RAY LYMAN WILBUR														
HENRY R. LUCE	JOSEPH H. WILLITS														
<p>Americans at Work 7:00-7:30 p.m. EACH SATURDAY</p>	<p>Columbia presents authentic and colorful accounts of many of the jobs which make up the intricate web of American industrial life. Workers and craftsmen address the CBS audience directly from laboratories, tunnels, ranches, workshops, filling stations, and city rooms all over the country. The September program:</p> <p>SEPTEMBER 2: Printer SEPTEMBER 9: Window Displayer SEPTEMBER 16: Weather Man SEPTEMBER 23: Auctioneer SEPTEMBER 30: Baseball Player</p>														
<p>The People's Platform 7:30-8:00 p.m. EACH WEDNESDAY</p>	<p>Lyman Bryson, Chairman of Columbia's Adult Education Board, entertains four American citizens at dinner and discusses current social and economic problems with them over the table. His guests on September 3 will exchange opinions on "Roads to Prosperity."</p>														

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Democracy in Action 2:00-2:30 p.m. EACH SUNDAY</p>	<p>This series, presented by CBS in cooperation with the United States Office of Education, shows how American government operates.</p>
<p>"Bull Session" 2:00-2:30 p.m. EACH SATURDAY</p>	<p>Students at a group of mid-western universities hold extemporaneous "bull-sessions" on important social and educational topics.</p> <p>SEPTEMBER 9: University of Chicago: "Off College."</p> <p>SEPTEMBER 16: Northwestern University: "What Part of College Educates?"</p> <p>SEPTEMBER 23: De Paul University.</p> <p>SEPTEMBER 30: University of Chicago: "Freedom versus Order."</p>
<p>Of Men and Books 5:15-5:30 p.m. EACH WEDNESDAY</p>	<p>Professor John T. Frederick of the Medical School of Journalism, Northwestern University, continues to discuss contemporary authors and to review current books in this unusual series.</p>
<p>Adventures in Science 5:45-6:00 p.m. MONDAY, SEPTEMBER 4 4:30-4:45 p.m. EACH MONDAY</p>	<p>Watson Davis interviews prominent scientists on these programs, planned in conjunction with Science Service, Incorporated.</p> <p>SEPTEMBER 4: Dr. Karl F. Meyer, director Hooper Foundation, University of California.</p> <p>SEPTEMBER 11: Dr. Harrison E. Howe, editor of Industrial and Engineering Chemistry.</p> <p>SEPTEMBER 18: Dr. F. Alton Wade, geologist and Senior Field Scientist of the United States Antarctic Expedition.</p> <p>SEPTEMBER 25: Dr. George R. Harrison, professor of physics, Massachusetts Institute of Technology.</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>What Price America? 1:30-2:00 p.m. EACH SATURDAY</p>	<p>This series of thirteen documentary programs, prepared by CBS and the Department of the Interior, dramatizes America's effort to conserve her natural resources. Programs in September describe the immediate problem of conservation, the role of dams and irrigation in making Western lands fertile, reclamation, the danger of forest fires in national parks, and human and natural conservation problems of the American Indians.</p>
<p>American School of the Air Preview 7:30-8:30 p.m. SATURDAY, SEPTEMBER 30 SEPTEMBER 5 AND 7 1:30-4:15 p.m. EACH TUESDAY AND THURSDAY</p>	<p>Columbia presents a dramatic preview of the re-opening on October 9 of its American School of the Air. The speakers, Dr. William C. Bagley, chairman of the school's Board of Consultants, and Mr. Sterling Fisher, CBS director of education, describe the school's efforts to bring new ideas vividly before American students.</p>
<p>"March of Games" 5:45-6:00 p.m. TUESDAY AND THURSDAY SEPTEMBER 5 AND 7 4:30-4:45 p.m. TUESDAY AND THURSDAY</p>	<p>Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. Arthur Ross is schoolboy master-of-ceremonies and Sybil Trent, 11-year-old "Miss Drum Major" of the program.</p>
<p>"Let's Pretend" 12:30-1:00 p.m. EACH SATURDAY</p>	<p>The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors.</p>

**CHILDREN'S
PROGRAMS**

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
<p>Church of the Air 10:00-10:30 a.m. 1:00-1:30 p.m. EACH SUNDAY</p>	<p>The <i>Church of the Air</i> is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. Services are conducted by representatives of the major faiths.</p> <p>SEPTEMBER 3: <i>Morning</i>—Rev. A. J. M. [unclear] director, Labor Temple, New York City. <i>Afternoon</i>—Arthur Cardinal Hinsley, Archbishop of Westminster, London, England (broadcasting from London).</p> <p>SEPTEMBER 10: <i>Morning</i>—Dr. W. H. Gree [unclear] secretary, United Lutheran Church in America, New York City. <i>Afternoon</i>—Rabbi Jonah B. Wise, Central Synagogue, New York City.</p> <p>SEPTEMBER 17: <i>Morning</i>—Rev. George B. M. Donald, D.D., First Baptist Church, Germantown, Pennsylvania. <i>Afternoon</i>—Right Rev. Monsignor Hugh McMenamin, LL.D., rector, Cathedral of Immaculate Conception, Denver, Colorado.</p> <p>SEPTEMBER 24: <i>Morning</i>—Rev. Remsen Ogilby, LL.D., Litt. D., president, Trinity College, Episcopalian, Hartford, Connecticut. <i>Afternoon</i>—Dr. Hampton Adams, Union Avenue Christian Church (Disciples of Christ), St. Louis, Missouri.</p>
<p>Pope Pius XII 7:00-7:30 a.m. WEDNESDAY, SEPTEMBER 6</p>	<p>Pope Pius XII, speaking from the Vatican in Rome, greets the pilgrimage of the World Congress of Young Catholic Workers. His address will be broadcast over the nationwide Columbia network and will be short-waved to the rest of the world over CBS's international stations, W2XE and WCAB.</p>

**RELIGIOUS
BROADCASTS**

PROGRAM AND TIME	DESCRIPTION
<p>Wings Over Jordan 10:30-11:00 a.m. EACH SUNDAY</p>	<p>This program of spirituals and religious talks is presented by a Negro choir of thirty-five voices from Cleveland and by outstanding Negro leaders and educators.</p> <p>SEPTEMBER 3: Rev. Robert L. Jones, pastor, Mount Zion Baptist Institutional Church, Orlando, Florida.</p> <p>SEPTEMBER 10: Mrs. Estella M. Riddle, president, National Association of Colored Graduate Nurses, Inc., Akron, Ohio.</p> <p>SEPTEMBER 17: Dr. William H. Peck, pastor, Bethel A. M. E. Church, Detroit, Michigan.</p> <p>SEPTEMBER 24: Dr. Robert P. Daniel, president, Shaw University, Raleigh, N. Carolina.</p>
<p>Rosh Hoshanah Service 6:30-7:00 p.m. TUESDAY, SEPTEMBER 12</p>	<p>Special Rosh Hoshanah (Jewish New Year) services, under the auspices of the United Palestine Appeal, include an address by Rabbi Stephen S. Wise, a violin solo by Miss Erna Rubenstein, and renditions by the Jewish Center choir, led by Cantor Pincus Jassinowsky.</p>
<p>Day of Atonement Service 6:30-7:00 p.m. THURSDAY, SEPTEMBER 21</p>	<p>Columbia cooperates with the Jewish Theological Seminary of America in presenting a special Yom Kippur (Day of Atonement) service. The service originates at the Seminary, which is situated in New York City.</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
<p>Columbia Broadcasting Symphony 9:30-10:30 p.m. WEDNESDAY, SEPTEMBER 6 3:00-4:00 p.m. EACH SUNDAY</p>	<p>Howard Barlow, director of the Columbia Broadcasting Symphony, continues his first season of Sunday concerts on CBS.</p> <p>SEPTEMBER 6: <i>Liszt</i>: Orpheus; <i>Strauss</i>: Overture to Gypsy Baron; <i>Ravel</i>: Mother and Child Suite; <i>Smetana</i>: Die Moldau.</p> <p>SEPTEMBER 10: Andre Kostelanetz, guest conductor; <i>Weber</i>: Overture to Oberon; <i>Duvernoy</i>: Sorcerer's Apprentice; <i>Debussy</i>: Clair de Lune; <i>Rimsky-Korsakoff</i>: Le Coq d'Or; <i>Tchaikovsky</i>: Romeo and Juliet Overture.</p> <p>SEPTEMBER 17: <i>Schubert</i>: Overture to Alfonso and Estrella; <i>Footsitt</i>: Adagio and Gavotte; <i>Williams</i>: Three English Folk Songs; <i>Schubert</i>: Symphony Number 2.</p> <p>SEPTEMBER 24: <i>Bruckner</i>: Symphony Number 4.</p>
<p>Grant Park Concert 10:30-11:00 p.m. MONDAY, SEPTEMBER 4</p>	<p>CBS ends its fifth consecutive season of Grant Park outdoor concerts with this broadcast of the Chicago City Opera Orchestra.</p>
<p>"Goin' South" 2:30-3:00 p.m. EACH SUNDAY</p>	<p>Clyde Barrie, Negro baritone, the Deep River Boys quartet, and Charles Paul, organist, present a program of songs and spirituals.</p>
<p>Dorian String Quartet 11:00-11:30 a.m. EACH SATURDAY</p>	<p>The Dorian String Quartet, including two violins, a viola, and a cello, continues its weekly program of little-known American chamber music.</p>
<p>United States Army and Marine Bands 3:00-3:30 p.m. EACH THURSDAY AND FRIDAY</p>	<p>Band music is featured in half-hour programs over the Columbia network each Thursday and Friday afternoon. The Army Band plays on Thursday, the Marine Band on Friday.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>Story of the Song 3:30-4:00 p.m. EACH TUESDAY</p>	<p>Columbia presents outstanding concert singers in selections of great classical music. The program for September is devoted principally to the works of Brahms and Peter Warlock. On September 12, the program surrenders its time to the Old Harp Singers of Nashville, Tenn.</p>
<p>Columbia's Concert Hall 11:30-12:00 noon EACH SATURDAY</p>	<p>Following the Dorian String Quartet each Saturday, Columbia's Concert Hall presents a group of vocal and instrumental artists in association with the Columbia Concerts Corporation. September's guests are Charlotte Boerner, Daniel Ericourt, Lansing Hatfield, Mieczyslaw Munz, Ernest McChesney.</p>
<p>Exploring Music 5:00-5:30 p.m. EACH TUESDAY</p>	<p>Bernard Herrmann conducts the Columbia String Orchestra each Tuesday in programs featuring lesser-known short classical works.</p>
<p>Vera Brodsky 9:00-9:25 a.m. SUNDAY, SEPTEMBER 2, 9 AND 16</p>	<p>Vera Brodsky, eminent concert pianist, temporarily replaces Jules Mattfeld's program, "From the Organ Loft," with a half hour of classical selections each Sunday morning.</p>
<p>Clyde Barrie - Leon Goldman Ensemble 3:30-4:00 p.m. EACH THURSDAY</p>	<p>Clyde Barrie, gifted young Negro baritone, is accompanied by the Leon Goldman ensemble in this new series of concert and opera songs, particularly selected for his rich voice.</p>
<p>World's Fair Choral Program 5:30-6:00 p.m. EACH SUNDAY</p>	<p>Each week the finest choral groups in the world visit the Temple of Religion at the World's Fair and present selections of their outstanding songs.</p>

CBS SUSTAINING PROGRAMS

VARIETY

PROGRAM AND TIME	DESCRIPTION
<p>Columbia's Gay Nineties Revue 6:00-6:30 p.m. EACH SUNDAY</p>	<p>Columbia entertainers get into bowlers bustles and revert to the songs and comedies of the nineties in this swift, picturesque variety show. Joe Howard, master of ceremonies and veteran song writer, introduces soprano Gieve Rowe, comedienne Beatrice Kay, and sturdy slapstick comedy team, Latimer Costello. Ray Block is the director and Rinker the producer.</p>
<p>Studio Rendezvous 7:30-8:00 p.m. EACH SATURDAY</p>	<p>Michael Loring, Columbia's popular young baritone, is master of ceremonies of the newly inaugurated Saturday night "Studio Rendezvous." The meeting features the rhythm songs of Doris Rhodes and lively current favorites by Leith Stevens and his orchestra. Loring himself contributes romantic ballads, folk tunes and spirituals.</p>
<p>"Make Mine Music" 9:00-9:30 p.m. FRIDAY, SEPTEMBER 1, 8, 15 & 22</p>	<p>Songs and orchestral pieces by popular American composers are performed in this Canadian Broadcasting Company exchange series. Percy Pasternak, CBS music director, conducts, and Pauline Rennie and Alec Morgan sing.</p>
<p>"Under Western Skies" 8:00-8:30 p.m. EACH FRIDAY</p>	<p>John Mack Brown of the movies heads the cast of this western musical variety show, which features dramatic sketches, the singing of Isleta Gayle, and the vocal and instrumental performances of the versatile Texas Rangers.</p>

PERSONALITIES

PROGRAM AND TIME	DESCRIPTION
<p>"The Alibi Club" 10:00-10:30 p.m. EACH SUNDAY</p>	<p>Emcee Don Ross and femmemcee Gwen MacLeary ask guests to contrive extemporaneous alibis to unusual situations. The excuses, credible and fantastic, are judged and the man and woman winning vie for a grand prize. Earle McGill directs and the program features the music of Ray Block's orchestra.</p>
<p>Richard Maxwell 9:00-9:15 a.m. MONDAY THRU SATURDAY</p>	<p>Richard Maxwell continues to present six programs of hymns, inspirational songs and homely philosophy each week.</p>
<p>Outdoors with Bob Edge 5:30-5:45 p.m. EACH FRIDAY 6:45-7:00 p.m. FRIDAY, SEPTEMBER 8</p>	<p>Bob Edge, Columbia's hunting and fishing expert, recounts interesting anecdotes and furnishes useful information to sporting enthusiasts in this informal weekly program. He broadcasts the final results of the international tuna-angling championships from Yarmouth, Nova Scotia, instead of his usual program on September 8.</p>
<p>Major Bowes' Capitol Family 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Capitol Family presents a spirited musical program each Sunday morning. The family includes the three Dalton Brothers; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herman, xylophonist; and Waldo Mayo's orchestra.</p>
<p>"Let's Join the Band"— Orrin Tucker 8:30-9:00 p.m. EACH SATURDAY</p>	<p>A new musical personality is featured in this Columbia series from Hollywood station KNX. Orrin Tucker, popular young maestro, and his orchestra, with Bonnie Bailey, join in a gay half-hour's frolic.</p>

CBS SUSTAINING PROGRAMS

PERSONALITIES

Continued

PROGRAM AND TIME	DESCRIPTION
<p>"Uncle Jonathan" 6:30-6:45 p.m. MONDAY, WEDNESDAY AND FRIDAY</p>	<p>Uncle Jonathan, editor and publisher of Bottsville Bugle, the world's only cellophane newspaper (so you can see through it) brought to Columbia listeners specially from BBNF, mythical key station of the equally mythical Alfalfa Network.</p>
<p>"Armchair Adventures" 10:45-11:00 p.m. TUESDAY, WEDNESDAY, THURSDAY AND SATURDAY</p>	<p>Frank Graham plays all the parts in the dramatizations of unusual stories, which range on the scale from lightness and humor to pathos and tragedy. The programs originate at the studios of Columbia's station KNX in Hollywood.</p>
<p>"So . . . You Think You Know Music"—Ted Cott 4:00-4:30 p.m. EACH SUNDAY</p>	<p>Four studio volunteers participate in a musical quiz, supervised by emcee Ted Cott and judged by silent arbiter Francis Macaluso. The quiz is conducted at CBS Radio Theatre 1, just east of Times Square, concentrates upon recognition of selections and general musical information.</p>
<p>"That's What I Said—" Ted Husing 7:15-7:30 p.m. TUESDAY, SEPTEMBER 5</p>	<p>Ted Husing concludes this series of fresh, up-to-the-minute sport news, informally announced in a weekly fanning bee with Jim Dolan and a distinguished guest. In the final program, Husing interviews the well-known comedian and ardent New York Giant partisan Jay C. Flippen.</p>
<p>Man About Hollywood—George McCall 10:15-10:45 p.m. EACH SATURDAY BEGINNING SEPTEMBER 9</p>	<p>Interviews with Hollywood's stars feature a series of news and stories about the film capital, starring George McCall, one of the best informed, most experienced Hollywood reporters.</p>

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION																				
<p>Judith Arlen's Penthouse Blues 6:45-7:00 p.m. MONDAY THRU FRIDAY</p>	<p>Judith Arlen, rising young Columbia vocalist, sings a program of current favorites in an original, unusually "blue" manner, from her penthouse studio, high over Madison Avenue.</p>																				
<p>CBS Vocalists VARIOUS HOURS MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:</p> <table border="0"> <tr> <td>Clyde Barrie</td> <td>Audrey Marsh</td> </tr> <tr> <td>Ruth Carhart</td> <td>Doris Rhodes</td> </tr> <tr> <td>Buddy Clark</td> <td>Genevieve Rowe</td> </tr> <tr> <td>Michael Loring</td> <td>Maxine Sullivan</td> </tr> <tr> <td colspan="2" style="text-align: center;">Barry Wood</td> </tr> </table>	Clyde Barrie	Audrey Marsh	Ruth Carhart	Doris Rhodes	Buddy Clark	Genevieve Rowe	Michael Loring	Maxine Sullivan	Barry Wood											
Clyde Barrie	Audrey Marsh																				
Ruth Carhart	Doris Rhodes																				
Buddy Clark	Genevieve Rowe																				
Michael Loring	Maxine Sullivan																				
Barry Wood																					
<p>Deep River Boys, Eton Boys, Four Clubmen VARIOUS HOURS</p>	<p>These harmony groups are featured on the Columbia Network through the week. Each has a distinctive vocal style, and all continue to be network favorites.</p>																				
<p>Dance Orchestras VARIOUS HOURS MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for September:</p> <table border="0"> <tr> <td>Van Alexander</td> <td>Jack Jenney</td> </tr> <tr> <td>Count Basie</td> <td>Hal Kemp</td> </tr> <tr> <td>Ben Bernie</td> <td>Henry King</td> </tr> <tr> <td>Nat Brandwynne</td> <td>Enoch Light</td> </tr> <tr> <td>Cab Calloway</td> <td>Jerry Livingston</td> </tr> <tr> <td>Del Courtney</td> <td>Freddie Martin</td> </tr> <tr> <td>Happy Felton</td> <td>Bill McCune</td> </tr> <tr> <td>Shep Fields</td> <td>Harry Owens</td> </tr> <tr> <td>Phil Harris</td> <td>Louis Prima</td> </tr> <tr> <td>Harry James</td> <td>Sterling Young</td> </tr> </table>	Van Alexander	Jack Jenney	Count Basie	Hal Kemp	Ben Bernie	Henry King	Nat Brandwynne	Enoch Light	Cab Calloway	Jerry Livingston	Del Courtney	Freddie Martin	Happy Felton	Bill McCune	Shep Fields	Harry Owens	Phil Harris	Louis Prima	Harry James	Sterling Young
Van Alexander	Jack Jenney																				
Count Basie	Hal Kemp																				
Ben Bernie	Henry King																				
Nat Brandwynne	Enoch Light																				
Cab Calloway	Jerry Livingston																				
Del Courtney	Freddie Martin																				
Happy Felton	Bill McCune																				
Shep Fields	Harry Owens																				
Phil Harris	Louis Prima																				
Harry James	Sterling Young																				

ADDENDA: EUROPE, AUGUST, 1939

Each day during the momentous events late in August, the Columbia audience heard complete, frequent reports of the Polish Crisis directly from the European capitals where the news was being made. As the crisis deepened, the network operated on a twenty-four hour schedule with bulletins of the news "as it happened" broadcast from Europe and America periodically throughout the night. A majority of the broadcasts were made by Columbia's staff reporters in the capitals of Europe and in America: H. V. Kaltenborn in London and New York, Edward R. Murrow in London, Thomas Grandin and Eric Sevareid in Paris, William L. Shirer in Berlin, W. R. Wills in Tokyo, Elmer Davis and Bob Trout in New York, and Albert Warner in Washington. Following is a partial list of the news reports, analyses, and addresses heard by the Columbia audience between August 19 and August 31:

	<i>Time</i>	<i>Speaker</i>	<i>Origination</i>
Aug 19	10:45-11:00 p.m.	William L. Shirer <i>Upon his return from Danzig</i>	Warsaw
Aug 20	10:30-10:45 p.m.	H. V. Kaltenborn	Paris
Aug 21	9:00-9:20 p.m.	H. V. Kaltenborn, Edward R. Murrow <i>Analysis of German-Soviet Pact</i>	London
Aug 22	9:00-9:06 a.m.	William L. Shirer	Berlin
	4:01-4:05 p.m.	BBC Announcers	London
	10:30-10:45 p.m.	H. V. Kaltenborn	London
	10:47-10:58 p.m.	Albert Warner	Washington
Aug 23	5:45-5:50 p.m.	Albert Warner	Washington
	5:50-6:00 p.m.	Elmer Davis	New York
	6:30-7:00 p.m.	William L. Shirer, Thomas Grandin, and Edward R. Murrow <i>Roundup</i>	Berlin Paris London
	10:45-11:00 p.m.	H. V. Kaltenborn	London
	11:30-11:45 p.m.	Elmer Davis	New York

<i>Time</i>	<i>Speaker</i>	<i>Origination</i>
9:45-11:00 a.m.	H. V. Kaltenborn, Edward R. Murrow <i>Report on Chamberlain's Speech before House of Commons</i>	London
11:00-11:15 a.m.	Elmer Davis	New York
2:00-2:17 p.m.	Pope Pius XII <i>Peace Plea</i>	Rome
2:17-2:30 p.m.	Elmer Davis <i>Summary of European News</i>	New York
2:45-3:00 p.m.	Edward R. Murrow, H. V. Kaltenborn	London
4:30-4:50 p.m.	Lord Halifax, British Foreign Minister <i>Address to Empire</i>	London
5:30-5:45 p.m.	Demaree Bess, magazine writer	Paris
5:45-5:51 p.m.	William L. Shirer	Berlin
6:45-7:00 p.m.	Lord Snell, opposition leader, House of Lords	London
10:30-11:00 p.m.	William L. Shirer, Thomas L. Grandin, Edward R. Murrow, H. V. Kaltenborn, Albert Warner <i>Roundup</i>	Berlin Paris London Washington
11:31-11:43 p.m.	Elmer Davis	New York
8:54-9:09 a.m.	H. V. Kaltenborn, William Helman	London
11:00-11:15 a.m.	Elmer Davis	New York
1:30-1:45 p.m.	Hugh Baillie, President of United Press <i>Work of U. P. Correspondents in Emergencies</i>	London
2:45-3:00 p.m.	William L. Shirer, Thomas Grandin	Berlin Paris
3:30-3:45 p.m.	William L. Shirer, Elmer Peterson, Eric Sevareid, and H. V. Kaltenborn	Berlin Warsaw London
4:00-4:30 p.m.	Premier Edouard Daladier	Paris
5:45-5:56 p.m.	W. R. Wills, CBS Far Eastern Representative <i>Japan's View of the New World Crisis</i>	Tokyo
6:30-6:45 p.m.	Spencer Williams, secretary of American Chamber of Commerce in Moseow <i>Russia's Viewpoint</i>	Moscow
6:45-7:00 p.m.	H. V. Kaltenborn	London

<i>Time</i>	<i>Speaker</i>	<i>Origination</i>
8:00-8:30 p.m.	William L. Shirer, Richard Mowrer, correspondent of the Chicago Daily News, Edward R. Murrow, H. V. Kaltenborn <i>Roundup</i>	Berlin Warsaw London
11:30 p.m.-12 mid.	H. V. Kaltenborn, E. R. Murrow, Thomas Grandin, Albert Warner, Elmer Davis <i>Four-Way Conversation</i>	London Paris Washington New York
9:00-9:15 a.m.	William Shirer, Elmer Davis, H. V. Kaltenborn, E. R. Murrow <i>Roundup</i>	Berlin New York London
10:00-10:15 a.m.	Elmer Davis	New York
12 noon-12:15 p.m.	Elmer Davis, Bob Trout	
1:00-1:37 p.m.	Edward R. Murrow, Thomas Grandin, William L. Shirer <i>Roundup</i>	London Paris Berlin
4:00-4:15 p.m.	Edward R. Murrow	London
6:30-6:45 p.m.	Albert Warner <i>Effects of Crisis</i>	Washington
6:45-6:58 p.m.	H. V. Kaltenborn	London
7:30-8:10 p.m.	Edward R. Murrow, Thomas Grandin, William L. Shirer, Elmer Davis	London Paris, Berlin New York
11:00-11:30 p.m.	Edward R. Murrow, Thomas Grandin, Elmer Davis, Albert Warner <i>Two- and four-way conversation</i>	London Paris New York Washington
1:00-1:09 a.m.	Edward R. Murrow	London
2:00-2:06 a.m.	Thomas Grandin	Paris
3:00-3:08 a.m.	Edward R. Murrow	London
5:00-5:06 a.m.	Thomas Grandin	Paris
6:00-6:13 a.m.	Edward R. Murrow	London
7:00-7:06 a.m.	William L. Shirer	Berlin
8:00-8:20 a.m.	Philip Jordan, prominent British authority on foreign affairs, with H. V. Kaltenborn	London
10:30-11:00 a.m.	Thomas Grandin, William Shirer, Edward R. Murrow, H. V. Kaltenborn	Paris Berlin London

<i>Time</i>	<i>Speaker</i>	<i>Origination</i>
1:45-2:00 p.m.	H. V. Kaltenborn	London
5:30-6:00 p.m.	<i>Roundup</i>	London Paris Budapest
10:00-10:15 p.m.	William L. Shirer	Berlin
10:30-10:45 p.m.	H. V. Kaltenborn	London
10:45-11:00 p.m.	William L. Shirer "Hitler's Message to Daladier"	Berlin
12 mid.-12:34 a.m.	H. V. Kaltenborn, Edward R. Murrow, Thomas Grandin, Elmer Davis, Bob Trout, Albert Warner <i>Roundup</i>	London Paris New York Washington
1:00-1:06 a.m.	H. V. Kaltenborn, Edward R. Murrow	London
1:35-1:37 a.m.	Eric Sevareid	Paris
5:00-5:06 a.m.	Eric Sevareid, Demaree Bess	Paris
7:00-7:07 a.m.	Pierre Huss, INS Berlin correspondent	Berlin
8:00-8:15 a.m.	H. V. Kaltenborn, Eric Sevareid	London Paris
11:00-11:15 a.m.	Elmer Davis	New York
2:45-3:02 p.m.	Edward R. Murrow, William L. Shirer, Elmer Davis	London Berlin New York
5:30-5:45 p.m.	Bob Trout and Elmer Davis	New York
6:30-6:40 p.m.	Eric Sevareid, Demaree Bess	Paris
6:40-7:00 p.m.	Geoffrey Crowther, Editor of Economist, H. V. Kaltenborn	London
9:00-9:40 p.m.	Edward R. Murrow, Thomas Gran- din, Albert Warner, William L. Shirer, Elmer Davis <i>Roundup</i>	London Paris Washington New York
10:30-10:45 p.m.	H. V. Kaltenborn, Thomas Grandin	London Paris
10:45-11:00 p.m.	Dr. James T. Shotwell, professor at Columbia University, director of Carnegie Endowment for Peace	New York
7:00-7:07 a.m.	Alvin Steinkopf, Associated Press	Berlin
9:00-9:15 a.m.	Eric Sevareid, H. V. Kaltenborn <i>Interview of Americans</i>	London Paris
9:45-10:15 a.m.	H. V. Kaltenborn, Edward R. Murrow <i>Chamberlain's Address to Parlia- ment</i>	London

<i>Time</i>	<i>Speaker</i>	<i>Origination</i>
2:45-3:00 p.m.	William Shirer, E. R. Murrow	Berlin London
3:30-3:46 p.m.	Elmer Davis, Albert Warner <i>Two-Way Conversation</i>	New York Washington
5:30-5:45 p.m.	Thomas Grandin	Paris
6:30-7:00 p.m.	H. G. Wells, author and historian, Edward R. Murrow, William Shirer	London Berlin
8:45-9:00 p.m.	Douglas Reed, author, Edward R. Murrow	London
10:30-10:45 p.m.	H. V. Kaltenborn	London
1:00-1:13 a.m.	H. V. Kaltenborn, Jan Masaryk	London
July 10 7:00-7:07 a.m.	Albion Ross, foreign editor of San Francisco Chronicle	London
9:00-9:15 a.m.	Eric Sevareid, Edward R. Murrow, Philip Jordan	Paris London
2:45-3:00 p.m.	William Shirer, Edward R. Murrow	Berlin London
3:00-3:15 p.m.	Elmer Davis	New York
5:30-5:45 p.m.	Edward Murrow, A. L. Eastman, Thomas Grandin	London Paris
6:45-7:00 p.m.	William L. Shirer, Elmer Davis, Bob Trout	Berlin New York
7:30-8:00 p.m.	Edward R. Murrow, Thomas Grandin, Bob Trout, Albert Warner	London Paris New York
	<i>Four-Way Conversation</i>	Washington
9:30-10:00 p.m.	William L. Shirer, Thomas Grandin, Edward R. Murrow, Major R. Ernest Du Puy, U. S. Field Artillery, and Elmer Davis	Berlin Paris London New York
	<i>Roundup</i>	
10:45-11:00 p.m.	Rev. Robert I. Gannon, president of Fordham University <i>"Bright Side of a Dark Moment"</i>	New York
July 11 7:00-7:05 a.m.	Louis Lockner, Chief of Associated Press Bureau in Berlin	Berlin
8:00-8:15 a.m.	Edward Murrow, Eric Sevareid	London, Paris
11:00-11:10 a.m.	Edward R. Murrow	London
12:00-12:05 p.m.	Elmer Davis	New York
2:45-3:00 p.m.	William L. Shirer	Berlin
3:20-3:30 p.m.	Edward R. Murrow	London

<i>Time</i>	<i>Speaker</i>	<i>Origination</i>
4:00-4:32 p.m.	William L. Shirer	Berlin
6:30-6:40 p.m.	H. V. Kaltenborn	New York
6:40-6:45 p.m.	Lord Strabolgi, deputy leader of Labor Party in House of Lords, and Edward R. Murrow	London
	<i>Classes of Mobilization</i>	
6:45-6:50 p.m.	Thomas Grandin	Paris
6:50-6:55 p.m.	William L. Shirer	Berlin
6:55-7:00 p.m.	H. V. Kaltenborn	New York
10:30-10:45 p.m.	William L. Shirer, Edward R. Murrow, Thomas Grandin, Elmer Davis	Berlin, London
10:45-11:00 p.m.	Raymond Leslie Buell, former president of the Foreign Policy Association, and H. V. Kaltenborn	Paris, New York New York

NOTE: In addition to these programs, more than 150 special news bulletins were relayed to Columbia listeners during the regular program schedule.

OTHER SEPTEMBER PROGRAMS

PUBLIC AFFAIRS

AUGUST 2: Albert Warner, Columbia's new air correspondent in Washington, analyzed the Hatch Bill, then before Congress, in a special CBS broadcast, 4-4:15 p.m.

AUGUST 2: Senator Joseph C. O'Mahoney (D) of Wyoming examined the relationship between "Unemployment and the Preservation of Private Enterprise" from Washington, 10:30-10:45 p.m.

AUGUST 3: Representative Clare Hoffman

(R) of Michigan discussed the problem of civil liberties in a Columbia broadcast from Washington, 10:30-10:45 p.m.

AUGUST 5: Three French People—a reporter, a secretary, and a famous head waiter—were quizzed on their political ideas and their conception of the French way of life by Thomas B. Grandin, CBS Paris representative. Among other things, Mr. Grandin attempted to determine whether the three Parisians were seriously alarmed by the possibility of European war, 6:45-7 p.m.

AUGUST 6: Major George Fielding Eliot, widely known American military expert, then on an extended European and North African tour, discussed the international situation in a Columbia broadcast from Paris, 1:45-2 p.m.

AUGUST 6: Maurice Hindus, eminent American author, spoke from Cracow, Poland, on the twenty-fifth anniversary of the founding of the Polish Army for Independence from Russia, 4:30-4:45 p.m.

AUGUST 10: A keynote address by Senator Claude Pepper (D) of Florida was the highlight of Columbia's coverage of the Young Democrats' Convention in Pittsburgh. Earlier in the broadcast, Pitt Tyson Manor, president of the Young Democrat Clubs of America, read a message to the conclave from President Roosevelt, 8:30-9 p.m.

AUGUST 10: Elmer F. Andrews, national wage and hour administrator, addressed the annual convention of the International Union of Mine, Mill and Smelter Workers in Denver, 10:30-10:45 p.m.

AUGUST 11: Eric Sevareid, young city editor of the Paris Herald and alumnus of the University of Minnesota, spoke from Paris on "Europe Today" in a special Columbia broadcast, 7:30-7:45 p.m.

AUGUST 14: Representative Joseph W. Martin (R) of Massachusetts, who led the Republican minority in the House in a fight against many New Deal measures, summarized the activities of the 76th Congress in an exclusive CBS broadcast from Boston, 8-8:30 p.m.

AUGUST 17: Senator Arthur Capper (R) of Kansas, veteran member of the upper

house, discussed "The Preservation of our American Ideals" in an address under the auspices of the United States Patriot Society, 10:30-10:45 p.m.

AUGUST 19: Representative Jennings Randolph (D) of West Virginia delivered special address in celebration of America's first "National Aviation Day" in Columbia broadcast from Fairmont, West Virginia, 12-12:15 p.m.

AUGUST 31: Senator Henry Cabot Lodge Jr., (R) of Massachusetts discussed the National Convention of the Veterans Foreign Wars at the First Corps Cadet Armory in Boston, 3:30-3:45 p.m.

SPECIAL EVENTS

AUGUST 5: The final championship round of a nationwide egg auctioneering contest, staged by the World Poultry Congress, was brought to Columbia listeners in a special broadcast from Cleveland. The actual chant of egg auctioneers from farm centers was a feature of the program, 10:15-10:30 p.m.

AUGUST 7: Mr. and Mrs. Jesse Moulton, occupants of the electrified farm at the New York World's Fair, were interviewed on the "Farm of Tomorrow" by Jol Allen Wolf, CBS announcer, 3:30-3:45 p.m.

AUGUST 18: CBS collaborated with the Hollywood film colony in honoring Gene Edwards, famous impresario, on his sixtieth birthday. Eddie Cantor, Jack Benny, and Bob Burns were among the speakers paying tribute to Edwards, 12:30-1 a.m.

AUGUST 23: Bob Edge, Columbia's hunting and fishing expert, previewed the international tuna angling championships from Yarmouth, Nova Scotia, 6:15-7:30 p.m.

AUGUST 23: A one-hour adaptation of Paul Green's play, "The Lost Colony," as heard by CBS listeners, as part of the third annual summer pageant at Roanoke Island. Professional actors as well as townspeople of Manteo, North Carolina, took part in the radio production, 6:10 p.m.

AUGUST 26: Ted Husing presented a stroke-by-stroke account of concluding matches in the Wightman Club play, in which America defeated the English tennis team decisively. Husing returned to the microphone later in the afternoon with a summary and a sharp analysis of the competition, 2-4:45 p.m., 5:15-5:30 p.m.

AUGUST 26: Announcer Harry Nash summarized the results of the Women's Amateur Golf Championship from the Wee Burn Country Club in Noroton, Connecticut, scene of the competition. 6:05-6:15 p.m.

AUGUST 27: Bill Henry, noted Los Angeles sports writer and Olympic official, presented a preview of the 1940 Olympics from Helsinki, Finland. Henry estimated the track and field strength of the Finnish Olympic Team, rated America's most likely rival for premier honors in that division of the games. 1:30-1:45 p.m.

AUGUST 31: Mrs. Franklin D. Roosevelt, Rear Admiral Emory S. Land, and John M. Franklin, president of the United States Line, gave Columbia listeners a first-hand picture of the exercises celebrating the debut of the S.S. America, the largest American passenger liner, 12-12:15 p.m.





NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
1622 Chestnut Street, Philadelphia • 410 North Michigan Avenue, Chicago • 902 Fisher Building,
Detroit • Mart Building, St. Louis • Hotel Alms, Cincinnati • 625 Second Avenue, South
Minneapolis • Wilder Building, Charlotte, N. C. • 817 Earle Building, Washington • Columbia
Square, Hollywood • Palace Hotel, San Francisco • 14 Langham Place, W. 1, London

CBS PROGRAM BOOK • OCTOBER, 1939

School of the Air - entering its eleventh year, is heard in more than 150,000 classrooms in the United States. See Page 39.



OCTOBER, 1939

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 29

WABC SPONSORED PROGRAMS: pp. 29 to 32

CBS SUSTAINING PROGRAMS: pp. 33 to 48

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

INDEX: COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:
Plymouth, Dodge, DeSoto.
Chrysler motor cars Page 7

FORD MOTOR COMPANY:
Ford, Lincoln, Lincoln Zephyr,
Mercury Page 11

● CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes.
Half & Half Smoking Tobacco . Page 3

AXTON-FISHER TOBACCO COMPANY:
Twenty Grand Cigarettes . . . Page 27

BROWN & WILLIAMSON TOBACCO CORP.:
Raleigh Cigarettes Page 5

LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes Page 19

PENN TOBACCO COMPANY:
"Kentucky Club" Pipe Tobacco . Page 19

PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes . . . Page 21

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
Prince Albert Tobacco Page 23

STEPHANO BROTHERS:
"Marvels" Cigarettes Page 27

U. S. TOBACCO COMPANY:
Dill's Best, Model Tobacco . . . Page 25

● CONFECTIONERY

EUCLID CANDY COMPANY:
Candy Bars Page 27

WM. WRIGLEY JR. COMPANY:
Wrigley's Doublemint Gum,
Wrigley's Spearmint Gum . . . Page 25

● DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics,
Louis Philippe Page 3

ANACIN COMPANY:
Anacin Page 3

BATHASWEET CORPORATION:
Bathasweet Products Page 2

BAYER COMPANY:
Bayer Aspirin Page

CAMPANA SALES COMPANY:
Italian Balm, Dreskin,
Coolies, D.D.D. Page

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
Colgate Dental Cream,
Palmolive Shave Cream,
Palmolive Brushless Shave,
Cue Liquid Dentifrice Page
Cashmere Bouquet Products,
Halo, Palmolive Soap,
Colgate Tooth Powder Page

KOLYNOS COMPANY:
Kolynos Toothpaste Page 1

LADY ESTHER COMPANY:
Cosmetics Page 1

THE LAMBERT COMPANY:
Listerine Products,
Prophylactic Brushes Page 1

LEHN & FINK PRODUCTS CORP.:
Hind's Honey & Almond Cream . Page 1

LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lifebuoy, Lux Toilet Soap . Page 17 and 19

MENNEN COMPANY:
Mennen Shave Products Page 2

THE PROCTER & GAMBLE COMPANY:
(See also Laundry Soaps; Foods)
Teel, Drene, Ivory . . . Pages 21 and 23

● FOODS & BEVERAGES

BOWEY'S, INC.:
Dari-Rich Products Page

CAMPBELL SOUP COMPANY:
Campbell's Soups,
Beans, and Tomato Juice . . . Page
Franco-American Spaghetti . . Page

CONTINENTAL BAKING COMPANY, INC.:
Wonder Bread, Hostess Cake . . Page

CORN PRODUCTS SALES CO.:
(See also Laundry Soaps)
 Kre-Mel Dessert Page 9

GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
 Grape Nuts, Sanka Page 11
 Diamond Crystal Salt, Calumet
 Baking Powder, Swansdown Cake
 Flour, Minute Tapioca, Postum . Page 13

GENERAL MILLS, INC.:
 Wheaties, Corn Kix Page 13
 Wheaties, Gold Medal Flour . Pages 27, 29

HAWAIIAN PINEAPPLE COMPANY:
 "Dole" Pineapple Juice, "Gems" Page 15

H. O. A. HORMEL & COMPANY:
 Hormel Soups and Food Products Page 15

LEVER BROTHERS COMPANY:
(See also Drugs; Laundry Soaps)
 Spray Page 19

PET MILK SALES CORPORATION:
 Pet Evaporated Milk Page 21

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Laundry Soaps)
 Crisco Page 23

PURITY BAKERIES SERVICE CORP.:
 Daystee Bread Page 23

R. S. & W. FINE FOODS, INC.:
 R. S. & W. Coffee, Canned Foods . . Page 27

SEALTEST, INC.:
 Sealtest System Page 25

LAUNDRY SOAPS & ACCESSORIES

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Toilet Goods)
 Concentrated Super Suds Page 9
 Octagon Products Page 29

CORN PRODUCTS SALES CO.:
(See also Foods)
 Corninit Page 9

THE CUDAHY PACKING COMPANY:
 Old Dutch Cleanser Page 11

WHEATON & COMPANY:
 Wheaton-Naphtha Soap Page 11

GENERAL FOODS CORPORATION:
(See also Foods)
 La France, Satina Page 13

GRIFFIN MANUFACTURING COMPANY:
 Griffin Shoe Polishes Page 13

LEVER BROTHERS COMPANY:
(See also Drugs; Foods)
 Rinso Pages 17 and 19
 Lux Flakes Page 19

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Foods)
 Ivory, Oxydol Page 21
 Chipso Pages 21 and 23

LUBRICANTS

AMERICAN OIL COMPANY:
 Amoco-Gas, Orange American Gas Page 3

ATLANTIC REFINING COMPANY:
 Atlantic White Flash Gasoline,
 Atlantic Motor Oil Page 29

ETHYL GASOLINE CORPORATION:
 "Ethyl" Gasoline Page 11

GULF OIL CORPORATION:
 Motor Oil and Gas Page 15

THE PURE OIL COMPANY:
 Petroleum Products Page 23

RIO GRANDE OIL, INC.:
 Petroleum Products Page 29

TEXAS COMPANY:
 Texaco Products Page 25

TIDEWATER ASSOCIATED OIL CO.:
 "Flying A" Gasoline Page 27

UNION OIL COMPANY:
 Union 76 Gasoline, Triton
 Motor Oil Page 27

MISCELLANEOUS

COLUMBIA RECORDING CORPORATION:
 Columbia Records Page 9

INTERNATIONAL SILVER COMPANY:
 Sterling Silver Page 15

PERSONAL FINANCE COMPANY:
 Personal Loan Service Page 19

**PRUDENTIAL INSURANCE COMPANY
 OF AMERICA:**
 Insurance Services Page 23

All time listed on the following pages is current New York time unless otherwise indicated.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cos Louis Philippe
AMERICAN OIL COMPANY	Amoco-Gas Orange American Gas
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobacco
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin

PROGRAM	TIME	AGENCY	ON CBS*
Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m. 34 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	303 Weeks
Human Side of the News, Edwin C. Hill <i>News</i>	Mon. thru Fri. 6:05-6:15 p.m. 42 CBS stations ORIGINATES: WABC	The Joseph Katz Company	60 Weeks
Top Hit Parade Frank Warnow's Orchestra, Guy Ross, Bea Wain and the Guy Maes <i>Popular music and vocalists</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 61 CBS stations ORIGINATES: WABC	Lord & Thomas	178 Weeks
Bernie and All the Lads Lew Lehr, Buddy Clark, Ray Small, and Manny Prager <i>Music and comedy</i> (beginning October 8)	Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 52 CBS stations ORIGINATES: WABC	Young and Rubicam, Inc.	
Gal, Sunday <i>Serial drama</i> (also KOLYNOS COMPANY)	Wed., Thurs., Fri. 12:45-1:00 p.m. 34 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	139 Weeks
Second Husband Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i>	Tuesday 7:30-8:00 p.m. 19 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	420 Weeks

*The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
BOWEY'S, INC.	Dari-Rich Products
BROWN & WILLIAMSON TOBACCO CORPORATION	Raleigh Cigarettes
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice

PROGRAM	TIME	AGENCY	ON CBS*
Music and Rhythm with Todd Hunter, reporter; Dave Van Dolan, novachordist and Carl Engarten's Orchestra <i>folk and music</i>	Sunday 11:05-11:30 a.m. <i>Rebroadcast</i> 2:30-3:00 p.m. 33 CBS stations ORIGINATES: WBBM	Sorensen & Company	17 Weeks
Ed Sullivan Reviews News <i>reviews</i>	Sun. thru Fri. 11:00-11:15 p.m. <i>Rebroadcasts</i> 11:30-11:45 p.m. 1:00-1:15 a.m. 35 CBS stations ORIGINATES: LOUISVILLE	Batten, Barton, Durstine & Osborn, Inc.	25 Weeks
Ed Nighter with Barbara Luddy and Tremayne <i>comedy-drama at the "Little Theater off Times Square"</i>	Friday 9:30-10:00 p.m. 50 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	37 Weeks
Edwidge Campbell Playhouse with John G. Blyden, director, and Edwidge Campbell stars <i>drama</i>	Sunday 8:00-8:55 p.m. <i>Rebroadcast</i> 10:00-11:00 p.m. 67 CBS stations 11 CBC stations ORIGINATES: WAAC	Ward Wheelock Company	251 Weeks
Edwidge Campbell 'n' Andy <i>serial comedy-drama</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 58 CBS stations ORIGINATES: KNX		
Edwidge Campbell Curtis <i>dramatic serial</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 2:30-2:45 p.m. 57 CBS stations ORIGINATES: WAAC		

*The figures indicate the total number of weeks
 which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
CAMPBELL SOUP COMPANY <i>Continued</i>	Franco-American Spaghetti
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave Cue Liquid Dentifrice

PROGRAM	TIME	AGENCY	ON CBS
<p>Meet the Dixons" with Barbara Weeks and Edward Widmark <i>Domestic Serial</i> (series ends October 6)</p>	<p>Mon. thru Fri. 9:15-9:30 a.m. 16 CBS stations ORIGINATES: WABC</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>251 Weeks</p>
<p>Benjy Ross <i>Comedies</i> (beginning October 9)</p>	<p>Mon., Wed., Fri. 11:05-11:15 a.m. <i>Rebroadcast</i> 1:50-2:00 p.m. 51 CBS stations ORIGINATES: WABC</p>		
<p>Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes</i> <i>as Master of Ceremonies</i></p>	<p>Thursday 9:00-10:00 p.m. 76 CBS stations ORIGINATES: WABC</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>186 Weeks</p>
<p>Major Edgely's Ask-It Basket McWilliams, MC <i>Questions and answers</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 60 CBS stations ORIGINATES: WABC</p>	<p>Benton & Bowles, Inc.</p>	<p>189 Weeks</p>
<p>Major Edgely's Strange As It Seems <i>Dramatizations of unusual facts</i></p>	<p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 52 CBS stations ORIGINATES: WABC</p>		
<p>Major Edgely's Tag Busters <i>Police-file dramatizations</i> (beginning October 21)</p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 61 CBS stations ORIGINATES: WABC</p>		

The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i>	Cashmere Bouquet Product Halo Concentrated Super Suds Palmolive Soap Colgate Tooth Powder
COLUMBIA RECORDING CORPORATION	Columbia Records
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
CORN PRODUCTS SALES CO.	Kre-Mel Dessert Linit

PROGRAM	TIME	AGENCY	ON CBS*
The King's Orchestra <i>Popular music</i> (beginning October 21)	Saturday 8:30-9:00 p.m. 61 CBS stations 29 CBC stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	189 Weeks
Mat and Marge <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 71 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	
Top House <i>Serial drama</i> (beginning Bess Johnson)	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. 74 CBS stations ORIGINATES: WABC		
Mother <i>Serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. 25 CBS stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	
King Man With A Band <i>Instrumental orchestra, John H. Hammond, commentator, and Dan Seymour, MC</i> <i>Music and comments</i>	Friday 10:30-11:00 p.m. 30 CBS stations ORIGINATES: WABC	Ward Wheelock Company	1 Week
Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 43 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	236 Weeks
Beauty Girl <i>Dramatic serial</i> (beginning October 9)	Mon. thru Fri. 3:15-3:30 p.m. 13 CBS stations ORIGINATES: WABC	Hellwig-Miller Company	248 Weeks

* figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
ETHYL GASOLINE CORP.	"Ethyl" Gasoline
FELS & COMPANY	Fels-Naphtha Soap
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury
GENERAL FOODS CORPORATION	Grape Nuts Sanka

PROGRAM	TIME	AGENCY	ON CBS*
Belmont's Children <i>serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunningham, Inc.	248 Weeks
Break-Up Time featuring Tony Martin, Andre Kostelanetz's Orchestra, Thompson's Rhythm Singers and Laughlin, and guest stars <i>musical variety</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 63 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	33 Weeks
Early Lobby featuring Dave Elman, Harry Salter's Orchestra and guest <i>interviews and music</i> (beginning October 8)	Sunday 5:00-5:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 56 CBS stations ORIGINATES: WAAC	Young & Rubicam, Inc.	120 Weeks
Friday Evening Hour featuring the Symphony Orchestra and Furtado, with Fritz Reiner, guest conductor, and soloists <i>with Talks by W. J. Cannon</i>	Sunday 9:00-10:00 p.m. 79 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	287 Weeks
George Smith Hour featuring the Group Theater, Abbott and Costello, "Snow Village Sketches," Collins, Jack Miller and the Orchestra, and guests <i>music, comedy, and drama</i> (beginning October 6)	Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-1:00 a.m. 73 CBS stations ORIGINATES: WAAC	Young & Rubicam, Inc.	210 Weeks
The People featuring Gabriel Heatter, Harry von Zell and Guests <i>real-life experiences</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 73 CBS stations ORIGINATES: WAAC	Benton & Bowles, Inc.	

* The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
<p>GENERAL FOODS CORPORATION <i>Continued</i></p>	<p>Diamond Crystal Salt Calumet Baking Powder Swans Down Cake Flour</p> <p>Calumet Baking Powder Swans Down Cake Flour</p> <p>La France Satina Minute Tapioca</p> <p>Postum</p>
<p>GENERAL MILLS, INC.</p>	<p>Wheaties</p> <p>Corn Kix</p>
<p>GRIFFIN MANUFACTURING COMPANY, INC.</p>	<p>Griffin Shoe Polishes</p>

PROGRAM	TIME	AGENCY	ON CBS
Steve Smith Speaks <i>Talks and interviews</i> (beginning October 9)	Mon. thru Fri. 12:00-12:15 p.m. 63 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	240 Weeks
My Son and I with Betty Garde and Kingsley Dalton <i>Serial drama</i> (beginning October 9)	Mon. thru Fri. 2:45-3:00 p.m. 63 CBS stations ORIGINATES: WABC		
Love Jordan, Girl Interue <i>Serial drama</i>	Mon., Wed., Fri. 12:00-12:15 p.m. Beginning October 9 Mon. thru Fri. 3:00-3:15 p.m. 50 CBS stations ORIGINATES: WABC		
Tom and Abner <i>Comedy sketches</i>	Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 54 CBS stations ORIGINATES: KXN		
Kathleen Norris <i>Dramatization of "Woman in Love"</i> (beginning October 9)	Mon. thru Fri. 5:00-5:15 p.m. 29 CBS stations ORIGINATES: WABC	Knox Reeves Advertising, Inc.	460 Weeks
Dilly and Betty <i>Serial drama</i> (beginning October 9)	Mon. thru Fri. 5:15-5:30 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 14 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
One to Shine, with Hal Kemp's Orchestra and Guests <i>Musical variety</i>	Tuesday 10:00-10:30 p.m. 42 CBS stations ORIGINATES: WABC	Birmingham, Castleman & Pierce, Inc.	47 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODU
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple Juice "Gems"
GEORGE A. HORMEL & COMPANY	Hormel Soups and other Food Products
INTERNATIONAL SILVER COMPANY	Sterling Silver
KOLYNOS COMPANY	Kolynos Toothpaste

PROGRAM	TIME	AGENCY	ON CBS
Green Guild Theatre with Roger Pryor, MC, guest stars as guests, and Oscar Bradley's Orchestra <i>(Variety and drama)</i>	Sunday 7:30-8:00 p.m. 63 CBS stations ORIGINATES: KNX	Young & Rubicam, Inc.	294 Weeks
Honolulu Bound with Phil Baker, "Bottle", Andrews Sisters, and Murray's Orchestra <i>(Comedy and musical variety)</i> (series ends October 11)	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 61 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	37 Weeks
Pearce and His Gang with Billy House, Don Reid, and Carl Hoff's orchestra <i>(Music and comedy)</i> (beginning October 11)	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 61 CBS stations ORIGINATES: KNX	N. W. Ayer & Son, Inc.	
What Happened in Hollywood with Martha Mears, John Conte and the Dunstedter's Orchestra <i>(Musical variety)</i>	Mon., Wed., Fri. 5:30-5:45 p.m. Beginning October 10 Mon. thru Fri. 30 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	110 Weeks
Mer Theatre with Brad Nagel, Narrator-director, guest stage and screen stars <i>(Drama)</i> (beginning October 8)	Sunday 6:00-6:30 p.m. 48 CBS stations 29 CBC stations ORIGINATES: KNX	Young & Rubicam, Inc.	81 Weeks
Mer Gal, Sunday <i>(Serial drama)</i> (THE ANACIS COMPANY)	Mon. and Tues. 12:45-1:00 p.m. 34 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	406 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEHN & FINK PRODUCTS CORP.	Hind's Honey and Almond C
LEVER BROTHERS COMPANY	Rinso Lifebuoy Lux Toilet Soap

PROGRAM	TIME	AGENCY	ON CBS*
Lombardo and His Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. 47 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	303 Weeks
Grand Central Station <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. 51 CBS stations ORIGINATES: WABC	Lanbert & Feasley, Inc.	117 Weeks
Travis and Allen Ray Noble and his orchestra Dick Parker, tenor, and Norman Bradley, announcer <i>Music and comedy</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 51 CBS stations ORIGINATES: KNY	William Esty & Co.	202 Weeks
Edgar Wallace Mystery Town Starring Edward G. Robinson <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 67 CBS stations 26 CBC stations ORIGINATES: KNY	Ruthrauff & Ryan, Inc.	159 Weeks
Friday Night Party Starring Walter O'Keefe, Mary Martin with Bobby Dolan's Orchestra Guest stars <i>Music and comedy</i>	Tuesday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 61 CBS stations 26 CBC stations ORIGINATES: WABC		
Radio Theatre Directed by L. B. DeMille, director. Starring stars of stage and screen <i>Drama</i>	Monday 9:00-10:00 p.m. 61 CBS stations 26 CBC stations ORIGINATES: KNY	J. Walter Thompson Company	

*The figures indicate the total number of weeks which the client has used CBS facilities.

PROGRAM	TIME	AGENCY	ON CBS*
My Sister Sam with Alice Frost and Martin Gabel <i>serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 67 CBS stations 26 CBC stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	159 Weeks
My Sister Sam's Real Life Stories <i>Dramatic sketches</i>	Mon. thru Fri. 11:15-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 61 CBS stations ORIGINATES: WABC		
The Life and Love of Dr. Susan <i>serial drama</i>	Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 5:15-5:30 p.m. 63 CBS stations 26 CBC stations ORIGINATES: WABC	J. Walter Thompson Company	
Red Hot and Blue Ed Whiteman and His Orchestra , with Joan Edwards, Mark Dennis, and The Modernaires <i>Musical variety</i>	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-12 mid. 91 CBS stations ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	350 Weeks
Red Hot and Blue Pop— Wally <i>Interviews</i> (beginning October 5)	Thursday 7:30-8:00 p.m. 53 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	
Red Hot and Blue Barclay's Daughters <i>serial drama</i>	Mon. thru Fri. 2:00-2:15 p.m. 28 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	99 Weeks

*The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes
THE PROCTER & GAMBLE COMPANY	Teel Drene Oxydol Ivory Chipso

PROGRAM	TIME	AGENCY	ON CBS
Saturday Night Serenade Perry Eastman, soprano; Bill Perry, conductor, and Gustav Haenschen's Orchestra and Chorus <i>Musical</i>	Saturday 9:45-10:15 p.m. 52 CBS stations ORIGINATES: WABC	Gardner Advertising Company	308 Weeks
Henry Lee Taylor The economist; Bob Trout, News <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 60 CBS stations ORIGINATES: KMOX		
Johnny Presents Johnny Green's Orchestra, Drama- tic "Perfect Crime," Floyd Sher- man, Roger Kinney, Genevieve Rowe, "Everly," Glenn Cross, Ray Bloch's Sing 14 <i>Musical variety and dramatic interludes</i>	Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 76 CBS stations ORIGINATES: WABC	The Biow Company, Inc.	159 Weeks
Professor Quiz Host Bob Trout <i>Questions and Answers</i>	Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 9:00-9:30 p.m. 52 CBS stations ORIGINATES: WABC	H. W. Kastor & Sons	252 Weeks
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. 28 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
He Can Be Beautiful <i>Serial drama</i>	Mon. thru Fri. 1:15-1:30 p.m. 35 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
Head of Life <i>Serial drama</i>	1:30-1:45 p.m. 23 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	

The figures indicate the total number of weeks
 in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAMS
THE PROCTER & GAMBLE COMPANY <i>Continued</i>	Crisco Chipso Drene
PRUDENTIAL INSURANCE COMPANY OF AMERICA	Insurance Services
THE PURE OIL COMPANY	Petroleum Products
PURITY BAKERIES SERVICE CORP.	Taystee Bread
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco

PROGRAM	TIME	AGENCY	ON CBS
His Day Is Ours <i>Serial drama</i>	1:45-2:00 p.m. 37 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	252 Weeks
Manhattan Mother <i>Serial drama</i>	Mon. thru Fri. 9:00-9:15 a.m. 12 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
Sammy Fidler <i>Hollywood news reporter</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 58 CBS stations ORIGINATES: KXX	H. W. Kastor & Sons	
When a Girl Marries <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 19 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	18 Weeks
Walter Cronkite Edits The News <i>News Analysis</i>	Mon., Wed., Fri. 6:30-6:45 p.m. 39 CBS stations ORIGINATES: WABC	Leo Burnett Company, Inc.	22 Weeks
Billie Jean King <i>(Beginning October 16)</i>	Mon. thru Fri. 4:15-5:00 p.m. 16 CBS stations ORIGINATES: WBBM	Campbell-Mithun, Inc.	26 Weeks
"Bonnie" John Penny Singleton and Arthur Lake <i>Domestic comedy</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 87 CBS stations ORIGINATES: KXX	William Esty & Company, Inc.	326 Weeks
Bob Crosby's Orchestra with Johnny Mercer, singer "The Bobcats" <i>Musical variety</i>	Tuesday 9:30-10:00 p.m. 88 CBS stations ORIGINATES: ON TOUR		

the figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
SEALTEST, INC.	Sealtest System of Laboratory Control of Milk and Ice Cream
TEXAS COMPANY	"Texaco" Products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum Wrigley's Spearmint Gum

PROGRAM	TIME	AGENCY	ON CBS*
My Family and Mine <i>serial drama</i>	Mon. thru Fri. 2:30-2:45 p.m. 35 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	22 Weeks
Radio Star Theatre with Ken Murray, MC, Frances Langford, Kenny Baker, Les Wallington, and David Ackman's Orchestra; Drama with Broadway and Hollywood Stars, Burns Mantle, and a dramatic critic	Wednesday 9:00-10:00 p.m. 91 CBS stations ORIGINATES: KNX AND WABC	Buchanan & Co.	120 Weeks
The Ed Minstrels with Tom Howard and George Stone, the Eton Boys and Leopold Bloch's Orchestra <i>comedy and music</i>	Monday 8:30-9:00 p.m. <i>Rebroadcast</i> <i>11:30-12 mid.</i> 53 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	226 Weeks
Gateway to Hollywood Lists of talent quest <i>serial drama</i>	Sunday 6:30-7:00 p.m. 62 CBS stations ORIGINATES: WBBM	Frances Hooper Advertising Agency	283 Weeks
Walter Good Baines <i>serial drama</i>	Mon. thru Fri. 5:45-6:00 p.m. 72 CBS stations ORIGINATES: WBBM	Neisser Meyerhoff, Inc.	

*The figures indicate the total number of weeks
 in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

**COLUMBIA
PACIFIC
NETWORK**

	CLIENT	PRODUCT
	AXTON-FISHER TOBACCO CO.	Twenty Grand Cigarettes
	BATHASWEET CORPORATION	Bathasweet Products
	MENNEN COMPANY	Mennen Shave Products
	GENERAL MILLS, INC. (Sperry Flour Co.)	Wheaties
	S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Foods
	STEPHANO BROTHERS	"Marvels" Cigarettes
	TIDEWATER ASSOCIATED OIL CO.	"Flying A" Gasoline
	UNION OIL COMPANY	Union 76 Gasoline Triton Motor Oil
COLUMBIA CALIFORNIA NETWORK	EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Candy Bars

PROGRAM	TIME	AGENCY	ON AIR*
Bob Garred's Newsstand <i>News</i>	Mon. thru Fri. 5:15-6:00 p.m. PST ORIGINATES: KSFO	McCann-Erickson, Inc.	1 Week
Prime Edition, Streamline Headlines," Starring Bob Garred <i>News reports</i> (Beginning October 16)	Tues., Thurs. 7:30-7:45 a.m. PST Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KSFO	H. M. Kiesewetter Advertising Agency	Starts Oct. 17 43 Weeks
Children <i>Dramatic serial</i> (Beginning October 9)	Mon. thru Fri. 8:45-9:00 a.m. PST ORIGINATES: KSFO	Westco Advertising Agency	160 Weeks
Want a Divorce <i>Dramatic sketches</i> (Series ends October 11)	Friday 7:00-7:15 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	50 Weeks
"Sports Huddle" With Tom Breneman and Gwen Dyer <i>Sports news</i>	Tues., Thurs., Sat. 7:30-7:45 p.m. PST ORIGINATES: KSFO	The Aitkin-Kynett Co.	9 Weeks
Pacific Coast Conference <i>Football Games</i> <i>Eye-witness accounts</i>	Saturday 2:15-5:00 p.m. ORIGINATES: VARIOUS STATIONS	Lord & Thomas	1 Week
"Union Oil Program" <i>Opera and light opera in tabloid form</i>	Thursday 9:30-10:00 p.m. ORIGINATES: KNX	Lord & Thomas	Starts October 5
Ballot Box With Sam Hayes <i>The people vote</i>	Monday 9:30-9:45 p.m. PST Beginning October 5 Thursday 8:15-8:30 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	97 Weeks

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

	CLIENT	PRODUCTS
COLUMBIA CALIFORNIA NETWORK	RIO GRANDE OIL, INC.	Petroleum Products
COLUMBIA DIXIE NETWORK	COLGATE-PALMOLIVE-PEET CO.	Octagon Products
COLUMBIA MIDWESTERN NETWORK	GENERAL MILLS, INC.	Gold Medal Flour
COLUMBIA NEW ENGLAND NETWORK	ATLANTIC REFINING CO.	Atlantic White Flash Gasolin Atlantic Motor Oil
WABC	J. W. BEARDSLEY SONS	Foods and Canned Foods
	BOND STORES, INC.	Men's Clothing
	LIGGETT DRUG COMPANY, INC.	Fountain Service
	QUAKER OATS COMPANY	Aunt Jemina's Pancake Flour
	BOSCO COMPANY	Bosco (Milk Amplifier)
	BROWN & WILLIAMSON TOBACCO CORP.	Raleigh Cigarettes
	BULOVA WATCH COMPANY	Bulova Watches

PROGRAM	TIME	AGENCY	ON AIR*
Following All Cars <i>Police file dramatizations</i>	Tuesday 7:00-7:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell Advertising, Inc.	304 Weeks
"Woman of Courage" <i>Serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. ORIGINATES: WABC	Benton & Bowles, Inc.	11 Weeks
Coline's Golden Store <i>Comedic serial</i> (beginning October 9)	Mon. thru Fri. 4:15-4:30 p.m. CST ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	460 Weeks
Friday Cross University <i>Sports</i> <i>Football Games</i> <i>Play-by-play descriptions</i>	Saturday 2:00-4:30 p.m. ORIGINATES: WORC	N. W. Ayer & Son, Inc.	111 Weeks
7-11 Morning Almanac <i>Hosted by Phil Cook</i>	Tues., Thurs., Sat. 7:30-7:45 a.m. Mon. thru Sat. 7:15-7:30 a.m. Mon., Wed., Fri. 7:30-7:45 a.m. Tues. thru Sat. 8:30-8:45 a.m.	Neff-Rogow, Inc. Sherman K. Ellis, Inc.	1 Week 3 Weeks 37 Weeks 12 Weeks
6-11 Sports Program	Mon. thru Sat. 6:00-6:05 p.m.	Kenyon & Eckhardt, Inc.	34 Weeks
Allen's Sports Review <i>Football previews and results</i>	Thurs. and Sat. 6:15-6:30 p.m.	Batten, Barton, Durstine & Osborn, Inc.	25 Weeks
10-11 News Signals	Mon. thru Sun. 10 Times daily	The Biow Company	525 Weeks

* figures indicate the total number of weeks which the client has used CBS facilities.

WABC SPONSORED PROGRAMS

CLIENT	PROD
CHRYSLER CORPORATION (DODGE DIVISION)	Dodge Automobiles
GENERAL MILLS, INC.	Wheaties
CHARLES B. KNOX GELATINE CO., INC.	Knox Gelatine
THOMAS LEEMING & CO.	Baume Bengue Pacquin's Hand Cream
MARYLAND PHARMACEUTICAL CO.	Rem Rel
MELVILLE SHOE COMPANY	Thom McAn Shoes
RUDOLPH WURLITZER COMPANY	Musical Instruments

PROGRAM	TIME	AGENCY	ON WABC*
Trout <i>fish</i>	Saturday 9:15-10:00 p.m.	Ruthrauff & Ryan, Inc.	186 Weeks
York Giants' Football Games <i>play-by-play accounts</i>	Sunday Oct. 1 & 8 only 2:35-5:00 p.m.	Knox Reeves Advertising, Inc.	460 Weeks
Allen's Football Previews <i>chronicles of college games</i>	Saturday 2:15-2:30 p.m.	Kenyon & Eckhardt, Inc.	49 Weeks
Hard Maxwell <i>lyrics and talks</i>	Mon., Wed., Fri. 3:15-4:00 p.m.	William Esty & Co., Inc.	52 Weeks
Odd Side of the News <i>Charles Stark</i>	Mon. thru Sat. 8:15-8:20 a.m.	The Joseph Katz Co.	Starts Oct. 2
Daily Morning News	Mon. thru Sat. 7:15-8:00 a.m.	Neff-Rogow, Inc.	43 Weeks
One in the Spotlight**	Mon. thru Sat. 8:20-8:25 a.m.	Schwimmer and Scott	3 Weeks

*The figures indicate the total number of weeks which the client has used WABC facilities.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting, and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

1. NEWS BROADCASTS *Page 34*
2. SERIOUS MUSIC *Page 35*
3. EDUCATIONAL PROGRAMS *Page 38*
4. RELIGIOUS BROADCASTS *Page 42*
5. CHILDREN'S PROGRAMS *Page 43*
6. SPECIAL EVENTS *Page 44*
7. PUBLIC AFFAIRS *Page 45*
8. PERSONALITIES *Page 45*
9. DRAMATIC SERIES *Page 46*
10. VARIETY *Page 47*
11. LIGHT MUSIC *Page 48*
- ADDENDA: SEPTEMBER PROGRAMS *Page 49*

**NEWS
BROADCASTS**

PROGRAM AND TIME

**News Summaries,
Analyses and Broadcasts
from Europe**

VARIOUS HOURS

MONDAY THRU SUNDAY

DESCRIPTION

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

European broadcasts: Edward R. Murrow from London; William L. Shirer from Berlin; Eric Sevareid, Thomas Grandin from Paris; Elmer Davis, Bob Trout from New York; Albert Warner from Washington: 8:00-8:15 a.m., 6:45-7:00 p.m., MONDAY THRU FRIDAY; 8:00-8:15 a.m., 6:30-7:00 p.m., SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY.

News summaries: Latest Associated Press, United Press, and International News Service dispatches: 11:00 a.m., 3:30, 6:00 p.m., 1:55 a.m., MONDAY THRU FRIDAY; 11:00 a.m., approximately 3:30 p.m., 6:00, 11:00 p.m., 1:55 a.m., SATURDAY; 11:00 a.m., 1:30, 4:55 p.m., 1:55 a.m., SUNDAY.

News analyses: H. V. Kaltenborn, 6:30-6:45 p.m., TUESDAY AND THURSDAY; Elmer Davis and the News, 8:55-9:00 p.m., MONDAY THRU SUNDAY.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME

**New York Philharmonic-
Symphony Orchestra**

3:00-4:55 p.m.

EACH SUNDAY

BEGINNING OCTOBER 15

DESCRIPTION

The New York Philharmonic-Symphony Orchestra enters its tenth consecutive year broadcasting as an exclusive Columbia work feature. John Barbirolli, brilliant English conductor, returns for his fourth season as permanent director of the orchestra. Deems Taylor, Columbia's music consultant and an eminent critic, remains the program's commentator. From Carnegie Hall this month:

OCTOBER 15: *Berlioz*: Overture to "Benvenuto Cellini"; *Mozart*: Symphony in C major, No. 34; *Weinberger*: Variations and Fugue "Under the Spreading Chestnut Tree"; *Franck*: Symphony in D minor.

OCTOBER 22: All *Wagner*: Overture to "Lohengrin"; Good Friday Music from "Parsifal"; Excerpts from "Die Meistersinger": Prelude to Act III, "Dance of the Apprentices," "Entrance of the Masters," and "Homage to Sachs"; "Siegfried's Rhine Journey," Funeral March, Immolation Scene from "Gotterdammerung." HELEN TRAUBEL, soprano.

OCTOBER 29: *Gilbert*: A Comedy Overture; Negro Themes; *Mozart*: Concerto for Two Pianos in F major, JOSEF AND ROSINA LHEVINSON, pianists; *Verdi*: Two Preludes from "La Traviata"; *Debussy*: "La Mer."

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>Cincinnati Conservatory of Music 11:05-12 noon EACH SATURDAY</p>	<p>The Cincinnati Conservatory of Music opens its sixth season of Saturday concerts over the Columbia network. A symphony orchestra and string orchestra, both composed of students and faculty members, perform under various conductors. Alexander von Kreisler conducts the opening broadcast and Howard Colf is violin soloist.</p>
<p>Curtis Institute of Music 1:00-4:30 p.m. EACH MONDAY BEGINNING OCTOBER 16</p>	<p>The Curtis Institute of Music presents a series of thirty Monday concerts in its eleventh consecutive season on CBS. Faculty members and students perform in a symphony orchestra and in several chamber music groups. Fritz Reiner conducts frequently during the series.</p>
<p>Goin' South 2:30-3:00 p.m. EACH SUNDAY</p>	<p>Clyde Barrie, Negro baritone, the Deep River Boys quartet, and Charles Paul, organist, present a program of songs and spirituals.</p>
<p>Columbia Broadcasting Symphony 3:00-4:00 p.m. SUNDAY, OCTOBER 1 3:00-4:30 p.m. SUNDAY, OCTOBER 8</p>	<p>Howard Barlow, director of the Columbia Broadcasting Symphony, concludes his fourth season of Sunday concerts on CBS. On October 8 the orchestra joins with Ted Cott's "So You Think You Know Music" program in the final broadcast for both features.</p>
<p>Exploring Music 5:00-5:30 p.m. TUESDAY, OCTOBER 3</p>	<p>Bernard Herrmann conducts the Columbia String Orchestra each Tuesday in programs featuring lesser-known short classical works.</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Story of the Song 4:00-4:30 p.m. EACH TUESDAY</p>	<p>Each week Columbia presents outstanding concert singers in selections of great classical music. Artists include Genevieve Ross, soprano; Ruth Carhart, contralto; William Hain, tenor; and Hubert Hendrie, baritone. The schedule for October:</p> <p>OCTOBER 3: Songs of Erich Wolff, the famous accompanist.</p> <p>OCTOBER 10: "Four Serious Songs" by Brahms. Frederick Lechner, guest soloist.</p> <p>OCTOBER 17: Four Poems for voice, viola, and piano by Charles M. Loeffler. Suzanne St. Louis, guest soloist.</p>
<p>Salt Lake City Tabernacle Choir 12:30-1:00 p.m. EACH SUNDAY</p>	<p>This world famous choir sings selections of religious music weekly from one of America's greatest auditoriums, the Salt Lake City Tabernacle. Frank Asper, Tabernacle organist, accompanies the choir.</p>
<p>Greenfield Village Chapel 8:45-9:00 a.m. EACH WEDNESDAY</p>	<p>This new Columbia series features the singing of the Greenfield Village Chapel children's choir. The broadcast originates in Greenfield Village and is brought to the network in a remote from WJR, Columbia's station in Detroit.</p>
<p>Walberg Brown Strings 1:35-2:00 p.m. EACH SUNDAY</p>	<p>A string ensemble, under the direction of Val Walberg Brown, musical director of Columbia's Cleveland station, WGAR, plays classical selections in this Sunday series.</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION														
<p>CBS ADULT EDUCATION BOARD</p>	<p>The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:</p> <table border="0"> <tr> <td>LYMAN BRYSON, chairman</td> <td>SPENCER MILLER, JR.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCENT</td> </tr> <tr> <td>ROBERT I. GANNON, S. J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALVIN S. JOHNSON</td> <td>RAY LYMAN WILBUR</td> </tr> <tr> <td>HENRY R. LUCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, chairman	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LUCE	JOSEPH H. WILLITS
LYMAN BRYSON, chairman	SPENCER MILLER, JR.														
STRINGFELLOW BARR	RUTH BRYAN ROHDE														
WILLIAM BENTON	THOMAS V. SMITH														
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT														
ROBERT I. GANNON, S. J.	WILLIAM ALLEN WHITE														
ALVIN S. JOHNSON	RAY LYMAN WILBUR														
HENRY R. LUCE	JOSEPH H. WILLITS														
<p>Americans at Work 10:30-11:00 p.m. EACH THURSDAY</p>	<p>Columbia presents authentic and colorful accounts of many of the jobs which make up the intricate web of American industrial life. Workers and craftsmen address the CBS audience directly from laboratories, tunnels, ranches, workshops, filling stations, and city rooms all over the country. The October schedule:</p> <p>OCTOBER 5: Red Cross Worker OCTOBER 12: Artist OCTOBER 19: Life Insurance Agent OCTOBER 26: Forest Ranger</p>														
<p>The People's Platform 7:00-7:30 p.m. EACH SATURDAY</p>	<p>Lyman Bryson, Chairman of Columbia's Adult Education Board, entertains four American citizens at dinner and discusses current social problems with them. His guests on October 7 will be four United States Senators, who will discuss the problem of American neutrality.</p>														

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

PROGRAM AND TIME

American School of the Air

9:15-9:45 a.m.

Rebroadcast

3:30-4:00 p.m.

MONDAY THRU FRIDAY

STARTING OCTOBER 9

DESCRIPTION

On October 9 the AMERICAN SCHOOL OF AIR starts its eleventh consecutive season on the Columbia network. Officially adopted as part of the educational program of four state schools, the broadcasts are heard in 150,000 classrooms all over the country. The schedule for the school-day of the month:

MONDAYS—*Frontiers of Democracy*

OCTOBER 9: The World of Tomorrow.

OCTOBER 16: Men Against the Weather.

OCTOBER 23: Tomorrow's Farming.

OCTOBER 30: Test Tube Agriculture.

TUESDAYS—*Folk Music of America*

OCTOBER 10: Preview of Songs.

OCTOBER 17: Cowboy Songs (On the trail)

OCTOBER 24: Cowboy Songs (Around the campfire).

OCTOBER 31: Sea Shanties.

WEDNESDAYS—*New Horizons*

OCTOBER 11: Birth of a New World

OCTOBER 18: New Lands and New Horizons

OCTOBER 25: Gold Rush from Spain.

THURSDAYS—*Tales from Far and Near*

OCTOBER 19: Meader—"Who Rides in the Dark?"

OCTOBER 26: Stong—"High Water."

FRIDAYS—*This Living World*

OCTOBER 13: The Third Term.

OCTOBER 20: What Our Taxes Buy.

OCTOBER 27: Spending for Recovery.

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>Highways to Health 4:30-4:45 p.m. EACH WEDNESDAY</p>	<p>The New York Academy of Medicine arranges these instructive medical talks for laymen. Dr. Iago Galdston is in charge.</p> <p>OCTOBER 4: Dr. Lewis A. Conner, consulting physician, New York Hospital: "Harmless Disorders of the Heart."</p> <p>OCTOBER 11: Dr. Frank C. Combes, assistant dermatologist, Willard Parker Hospital: "False Claims as to the Effects of Patent Salves on Skin."</p> <p>OCTOBER 18: Dr. Ellice M. Alger, professor of ophthalmology, Post Graduate Medical School and Hospital: "Let There Be Sight—The Prevention of Blindness."</p> <p>OCTOBER 25: Dr. Murray H. Bass, associate pediatrician, Mt. Sinai Hospital: "Nose Drops and Colds."</p>
<p>Men Behind the Stars 4:30-4:45 p.m. EACH FRIDAY</p>	<p>The discoveries of astronomers throughout the ages are dramatized in this series, presented by Professor William H. Barton, Jr., of the Hayden Planetarium, and Hans Christian Adamson of the American Museum. October's programs include the stories of Taurus, Sagita, Ara, and Aries.</p>
<p>"Bull Session" 10:00-10:30 a.m. EACH SATURDAY</p>	<p>Students at a group of mid-western universities hold extemporaneous, informal discussions of important social and political problems.</p>
<p>Of Men and Books 4:30-4:45 p.m. EACH TUESDAY</p>	<p>Professor John T. Frederick of the Medill School of Journalism, Northwestern University, continues to review current books.</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Adventures in Science 4:30-4:45 p.m. EACH MONDAY</p>	<p>Watson Davis interviews prominent scientists on these programs, planned in conjunction with Science Service, Incorporated.</p> <p>OCTOBER 2: Dr. Orrin C. Dunlap, chief biologist, Abbott Laboratories.</p> <p>OCTOBER 9: Mr. H. S. Fairbank, information chief, U. S. Public Roads Administration.</p> <p>OCTOBER 16: Dr. Abel Wolman, chief engineer, Maryland State Health Department; professor of sanitary engineering, Johns Hopkins University.</p>
<p>What Price America? 1:00-1:30 p.m. EACH SATURDAY</p>	<p>This series of thirteen documentary programs prepared by CBS and the Department of Interior, dramatizes America's effort to conserve her natural resources. Programs in October describe the Boulder Dam and the dam Grand Coulee.</p>
<p>Democracy in Action 2:00-2:30 p.m. EACH SUNDAY</p>	<p>This series, presented by CBS in cooperation with the United States Office of Education, describes the working of American government.</p>
<p>Dr. Frank Brawley 6:15-6:30 p.m. TUESDAY, OCTOBER 10</p>	<p>Dr. Frank Brawley speaks on the topic, "Keeping the Eye and Ear Doctor Up-to-Date." The broadcast originates in the studios of WFLD in Chicago.</p>
<p>What's Art to You? 6:30-6:45 p.m. EACH SATURDAY BEGINNING OCTOBER 14</p>	<p>Columbia joins with the Museum of Modern Art in presenting this unusual program of talks and interviews about contemporary artists. Holger Cahill, four years head of the Federal Art Project of the Works Progress Administration and an authority on American folk art, will serve as master of ceremonies.</p>

**RELIGIOUS
BROADCASTS**

PROGRAM AND TIME

Church of the Air

10:00–10:30 a.m.

1:00–1:30 p.m.

EACH SUNDAY

DESCRIPTION

The *Church of the Air* is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. Services are conducted by representatives of the major faiths.

The October schedule:

OCTOBER 1: *Morning*—Rev. Dr. Vaughan Dabney, Andover Newton Theological School, Newton Centre, Massachusetts (Congregational).

Afternoon—Rev. Richard M. McKeon, S.J., dean, St. Joseph's College, Philadelphia.

OCTOBER 8: *Morning*—Dr. Arlo A. Brown, president, Drew University, Madison, New Jersey (Methodist).

Afternoon—Dr. John A. Widtsoe, member of Council of Twelve, Church of Jesus Christ of Latter Day Saints, Salt Lake City, Utah (Mormon).

OCTOBER 15: *Morning*—Rev. Richmond Arnold Fewlass, Washington Heights Baptist Church, New York City.

Afternoon—Rt. Rev. Monsignor Thomas J. McDonnell, national director, Society for the Propagation of the Faith, New York City.

OCTOBER 22: *Morning*—Rev. Dr. Albert J. McCartney, The Covenant-First Presbyterian Church, Washington, D.C.

Afternoon—Mr. John A. Meeker, C.S., former First Reader, Second Church of Christ, Scientist, New York City.

OCTOBER 29: *Morning*—Prof. Alfred Rehwinkel, Concordia Seminary, St. Louis, Missouri (Lutheran).

Afternoon—Rabbi Morris Goldstein, Congregation Sherith Israel, San Francisco, California.

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Wings Over Jordan 9:30-10:00 a.m. EACH SUNDAY</p>	<p>This program of religious talks and spiritual music is presented by outstanding Negro leaders, educators and a choir of thirty-five voices.</p> <p>OCTOBER 1: Dr. E. C. Smith, pastor, Metropolitan Baptist Church, Washington, D.C.</p> <p>OCTOBER 8: Dr. W. A. Jennings, pastor, West A. M. E. Church, Tulsa, Oklahoma.</p> <p>OCTOBER 15: Dr. William N. DeBerry, pastor, First Congregational Church, Springfield, Mass.</p> <p>OCTOBER 22: Dr. R. Nathaniel Dett, director of music, Bennett College, Greensboro, N.C.</p> <p>OCTOBER 29: Dr. John W. Mitchell, National Federation of Colored Farmers, Greensboro, N.C.</p>
<p>"March of Games" 5:30-5:45 p.m. TUESDAY AND THURSDAY OCTOBER 3 AND 5 10:30-11:00 a.m. EACH SUNDAY BEGINNING OCTOBER 8</p>	<p>Children who like to ask questions and children who prefer to answer them are both given an opportunity in this CBS series. Puzzlers submitted by young listeners are posed to both equally young contestants, and prizes awarded.</p> <p>Arthur Ross is schoolboy master-of-ceremonies and Sybil Trent "Miss Drum Major" of the program.</p>
<p>"Let's Pretend" 12:30-1:00 p.m. EACH SATURDAY</p>	<p>The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented by a cast of child actors.</p>
<p>"So You Want To Be—" 4:30-4:45 p.m. EACH THURSDAY BEGINNING OCTOBER 12</p>	<p>Successful persons in many professions are interviewed by youngsters who want to follow in their footsteps. The program is presented in cooperation with <i>Young America</i> magazine.</p>

CHILDREN'S PROGRAMS

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p>President Roosevelt – Mobilization for Human Needs 10:30–11:00 p.m. MONDAY, OCTOBER 9</p>	<p>President Roosevelt launches the 1939 Community Mobilization for Human Needs with an address broadcast over Columbia's entire nation-wide network. The President, speaking from Washington, is introduced to the radio audience by Charles P. Taft, chairman of the Mobilization campaign, who talks from Indianapolis. The President's address is introduced and concluded with music by the United States Army Band, while the Indianapolis Symphonic Choir under the direction of Elmer Andrew Steffen presents a group of selections on the Indianapolis portion of the program.</p>
<p>Football—Ted Husing 2:30–5:30 p.m. EACH SATURDAY</p>	<p>Columbia's schedule of football broadcasts is flexibly adapted to developments in the 1939 gridiron campaign. Each week Ted Husing presents a lucid, play-by-play account of one of the most important contests of the day. A broadcast of the Princeton-Cornell tussle at Princeton is slated for October 14.</p>
<p>70th Jerome Handicap 4:15–4:45 p.m. THURSDAY, OCTOBER 5</p>	<p>Bryan Field concludes his eye-witness accounts of the season's major stake races with a description of the 70th Jerome Handicap from the Belmont Park Race Track in Belmont Park, Long Island.</p>
<p>Henry Noble MacCracken 10:45–11:00 p.m. SATURDAY, OCTOBER 21</p>	<p>Dr. Henry Noble MacCracken, president of Vassar College, speaks in connection with the celebration of the college's seventy-fifth anniversary.</p>

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION	
<p>"Columbia's Country Journal" 12:00-12:30 p.m. EACH SATURDAY</p>	<p>Charles Stookey, Columbia's farm reporter presents a weekly roundup of agricultural news and conducts interviews in which distinguished farm leaders participate. The program originates at Stookey's home-station, KMOX, in St. Louis.</p>	
<p>Burton K. Wheeler 5:30-6:00 p.m. SUNDAY, OCTOBER 1</p>	<p>Senator Burton K. Wheeler (D) of Montana heard in a homecoming address as he returns to his birthplace, Hudson, Massachusetts.</p>	
<p>Alfred E. Smith 7:00-7:15 p.m. SUNDAY, OCTOBER 1</p>	<p>Alfred E. Smith discusses revision of the recent Neutrality Act, as it is advocated by President Roosevelt.</p>	
<p>Paul V. McNutt 6:45-7:00 p.m. MONDAY, OCTOBER 2</p>	<p>Paul V. McNutt, new Federal Security Administrator, addresses the Interstate Conference of Unemployment Agencies in Indianapolis.</p>	
<h2>PERSONALITIES</h2>	<p>Major Bowes' Capitol Family 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Capitol Family presents a featured musical program each Sunday morning. The family includes the three Dalton Brothers; Nicholas Cosentino, tenor; Charles May, accordionist; Sam Herman, xylophonist; Waldo Mayo's orchestra.</p>
	<p>"Uncle Jonathan" 6:15-6:30 p.m. MONDAY, WEDNESDAY AND FRIDAY</p>	<p>Uncle Jonathan, editor and publisher of the Bottsville Bugle, the world's only cello newspaper (so you can see through it) is brought to Columbia listeners specially by WBBNF, mythical key station of the mythical Alfalfa Network.</p>

PERSONALITIES

PROGRAM AND TIME	DESCRIPTION
<p>"So... You Think You Know Music"—Ted Cott 4:00-4:30 p.m. SUNDAY, OCTOBER 1 3:00-4:30 p.m. SUNDAY, OCTOBER 8</p>	<p>Four studio volunteers participate in a musical quiz, supervised by Ted Cott and judged silently by arbiter Francis Macaluso. On October 8, the series concludes in a joint program with the Columbia Broadcasting Symphony, conducted by Howard Barlow.</p>
<p>Richard Maxwell 9:00-9:15 a.m. EACH SATURDAY 3:45-4:00 p.m. EACH TUESDAY AND THURSDAY</p>	<p>Richard Maxwell continues to present his program of hymns, inspirational songs and homely philosophy each week. In addition to the morning broadcast, he has added two afternoon periods which retain the same program-form.</p>
<p>Outdoors with Bob Edge 9:15-9:30 a.m. EACH SUNDAY</p>	<p>Bob Edge, Columbia's hunting and fishing expert, recounts interesting anecdotes and furnishes useful information to sporting enthusiasts in this informal weekly program. Edge includes discussions of wild animal life in his talks.</p>
<p>Columbia Workshop 10:00-10:30 p.m. EACH THURSDAY BEGINNING OCTOBER 12</p>	<p>Its anniversary festival completed, the Columbia Workshop enters its fourth year of presenting unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of radio art. The Workshop will continue to present original radio plays as well as dramatizations of well-known books.</p>
<p>Ellery Queen 10:00-11:00 p.m. EACH SUNDAY 3:00-3:55 p.m. EACH SUNDAY BROADCAST TO WEST</p>	<p>The adventures of Ellery Queen and his assistant Nikki, are dramatized before a jury of four guest "armchair detectives" who try to decide the identity of the culprit before the true solution is enacted. George Zachary is director and producer.</p>

DRAMATIC SERIES

CBS SUSTAINING PROGRAMS

VARIETY

PROGRAM AND TIME	DESCRIPTION
<p>Columbia's Gay Nineties Revue 7:30-8:00 p.m. EACH SATURDAY</p>	<p>Columbia entertainers get into bowlers' bustles and revert to the songs and comedies of the nineties in this swift, picturesque variety show. Joe Howard, master of ceremonies and veteran song-writer, introduces soprano Genevieve Rowe, comedienne Beatrice Kay, and a sturdy slapstick comedy team, Latimer and Costello. Ray Bloch is the director and Rinker the producer.</p>
<p>Concert in Rhythm 10:15-10:45 p.m. EACH SATURDAY</p>	<p>Columbia's "Concert in Rhythm" orchestra presents the better contemporary "rhythmic" music in concert style and setting. The program, conceived and directed by Raymond Scott, features selections by Judith Arlen, popular CBS soloist, in its October schedule. Cashman produces these weekly concerts.</p>
<p>Al Bernard's Minstrels 4:00-4:30 p.m. EACH FRIDAY</p>	<p>Al Bernard joins with the Four Clubmen and Larry Elliot in presenting an old-time minstrel show each Friday afternoon. The show includes comic dialogue and old-time musical favorites.</p>
<p>"Let's Join the Band"— Orrin Tucker 3:30-3:55 p.m. SATURDAY, OCTOBER 7 AND 14</p>	<p>A new musical personality is featured in this Columbia series from Hollywood station KTLA. Orrin Tucker, popular young maestro, and his orchestra, with Bonnie Bailey, join in a half-hour's frolic.</p>

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION														
<p>LeBrun Sisters 3:35-3:45 p.m. MONDAY AND WEDNESDAY 6:05-6:15 p.m. EACH SATURDAY</p>	<p>The LeBrun sisters, an increasingly popular singing trio, present a program of their own arrangements of current favorites. The broadcasts originate in Buffalo.</p>														
<p>CBS Vocalists VARIOUS HOURS MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:</p> <table border="0"> <tr> <td>Judith Arlen</td> <td>Audrey Marsh</td> </tr> <tr> <td>Buddy Clark</td> <td>Genevieve Rowe</td> </tr> <tr> <td>Michael Loring</td> <td>Barry Wood</td> </tr> </table>	Judith Arlen	Audrey Marsh	Buddy Clark	Genevieve Rowe	Michael Loring	Barry Wood								
Judith Arlen	Audrey Marsh														
Buddy Clark	Genevieve Rowe														
Michael Loring	Barry Wood														
<p>Deep River Boys, Four Clubmen VARIOUS HOURS</p>	<p>These harmony groups are featured on the Columbia Network through the week. Each has a distinctive vocal style and continues to be a network favorite.</p>														
<p>Dance Orchestras VARIOUS HOURS MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for October:</p> <table border="0"> <tr> <td>Van Alexander</td> <td>Shep Fields</td> </tr> <tr> <td>Count Basie</td> <td>Hal Kemp</td> </tr> <tr> <td>Ben Bernie</td> <td>Wayne King</td> </tr> <tr> <td>Cab Calloway</td> <td>Enoch Light</td> </tr> <tr> <td>Bob Chester</td> <td>Jerry Livingston</td> </tr> <tr> <td>Bernie Cummins</td> <td>Leighton Noble</td> </tr> <tr> <td>Eddie Duchin</td> <td>Teddy Powell</td> </tr> </table> <p style="text-align: center;">Louis Prima</p>	Van Alexander	Shep Fields	Count Basie	Hal Kemp	Ben Bernie	Wayne King	Cab Calloway	Enoch Light	Bob Chester	Jerry Livingston	Bernie Cummins	Leighton Noble	Eddie Duchin	Teddy Powell
Van Alexander	Shep Fields														
Count Basie	Hal Kemp														
Ben Bernie	Wayne King														
Cab Calloway	Enoch Light														
Bob Chester	Jerry Livingston														
Bernie Cummins	Leighton Noble														
Eddie Duchin	Teddy Powell														

ADDENDA: EUROPE AT WAR, SEPTEMBER, 1939

The swift, momentous events of the first week in September were reported completely and immediately for the CBS audience—at all hours of the day and night and from all the significant world capitals—by Columbia's staff of radio reporters in Europe and America. The rapid deepening of the crisis: Germany's lightning thrust into Poland, the crucial sessions of Parliament and the Chamber of Deputies, and finally word that the European war had begun were brought directly and dispassionately to America (thence by short wave to every corner of the world) in what has been heralded as the greatest news coverage in history. During those keenly trying days—and in the equally grave days which have followed—CBS presented history, hour-by-hour and minute-by-minute, not only through dispatches and analyses but through broadcasts by the men who are actually making events. On September 3, perhaps the most eventful day in modern history, CBS broadcast Prime Minister Chamberlain's austere declaration that England was at war, King George's message to the Empire, Premier Daladier's address rallying France to the conflict, and President Roosevelt's assurance that there would be no "blackout of peace" in the United States—all in addition to a singularly full news program of European broadcasts, summaries, and analyses. In the three weeks following announcement of the Russo-German pact (late August and early September), CBS brought its listeners the unparalleled total of 726 special broadcasts from 11 world centers. Now CBS covers the war and all other world news according to a schedule of 64 news programs weekly (see page 34) and is ready to throw the entire network open for reports of major unexpected events as they happen, when they happen.

OTHER PUBLIC AFFAIRS

SEPTEMBER 8: Secretary of Agriculture Henry A. Wallace discussed "Profiteering" in a special broadcast from Washington, 9-9:15 p.m.

SEPTEMBER 13: General Patrick J. Hurley addressed the twenty-first annual convention of the Southern Commercial Congress in a special session at the New York World's Fair, 4:30-4:45 p.m.

SEPTEMBER 16: President Franklin D. Roosevelt was heard over Columbia's nationwide network in a speech from the White House on National Democratic Women's Day. Mrs. Roosevelt and Mrs. Thomas McAllister, chairman of the Women's Division of the Democratic National Committee, delivered addresses which were broadcast on the same program, 10:30-11:00 p.m.

SEPTEMBER 19: Chancellor Adolf Hitler's "victory" speech in Danzig was carried in its entirety over the CBS network and was instantaneously short-waved to Europe and to South America on Columbia's two international stations. An address by Albert Forster, Danzig National Socialist leader, preceded Hitler's defiant speech, and a trenchant summary by Columbia's commentator, H. V. Kaltenborn, concluded the broadcast, 12-1:35 p.m.

SEPTEMBER 20: Walter W. Van Kirk, director of the National Peace Conference, outlined a program for peace in a broadcast over the Columbia network, 10:45-11 p.m.

SEPTEMBER 21: President Roosevelt's appeal to the special session of Congress for revision of the present Neutrality Act was broadcast over the entire CBS network. The President, speaking before the members of both houses of Congress, urged repeal of the mandatory arms embargo, 2:45-4 p.m.

SEPTEMBER 21: A group of Southern agriculturalists and Eastern manufacturers joined in a round-table discussion at Alabama Polytechnic Institute and considered their common economic problems. Harwood Hull, agricultural director of Columbia's station in Birmingham, WAPI, led the discussion, 4:30-4:45 p.m.

SEPTEMBER 22: Secretary of State Cordell Hull spoke in Pan-American Day ceremonies at the Federal Building esplanade at the New York World's Fair. Before his address, Hull was presented with a medal for his work in promoting inter-American understanding and friendship, 3:30-4 p.m.

SEPTEMBER 25: Representative Joseph W. Martin (R) of Massachusetts, minority leader of the House of Representatives, and Senator Rush D. Holt (D) of West Virginia were heard in addresses from New York World's Fair Court of Peace on Independent Small Business Man's Day, 3:45-4 p.m.

SEPTEMBER 26: Representative Hamilton Fish, Jr., (R) of New York presented his views on "The European War and American Neutrality" over the Columbia network, 10:45-11 p.m.

SEPTEMBER 27: Mrs. Ida B. Wise Smith, president of the National Women's Christian

Temperance Union, was heard in an address from the Union's annual convention in Rochester, 4:45-5 p.m.

SEPTEMBER 27: Dr. Charles Callan Tansill, professor of American political and diplomatic history at Fordham University, discussed "Problems of American Neutrality" in a special CBS broadcast, 10:45-11 p.m.

SEPTEMBER 30: Senator Sherman Minton (D) of Indiana, Democratic whip of the Senate, and Senator Gerald P. Nye (R) of North Dakota explained their positions on the proposed arms embargo repeal in a round-table discussion from Washington. Others participating in the discussion were Representatives James E. Van Zandt (R) of Pennsylvania, former national commander of the Veterans of Foreign Wars; Raymond Clapper, Robert Allen, Paul Mallon, Ray Tucker, and Jay Franklin, five of the country's foremost Washington columnists, 8-8:30 p.m.

SEPTEMBER 30: Senator Edward R. Burke (D) of Nebraska, who is supporting the President in the drive for Neutrality Act revision, presented his position on the neutrality question over the Columbia network, 10:30-10:45 p.m.

SEPTEMBER 30: Senator H. Styles Bridges (R) of New Hampshire explained what he means by "The Real Neutrality" in one of a series of talks by prominent political and business leaders which CBS is scheduling to present contrasting opinions on neutrality legislation, 10:45-11 p.m.

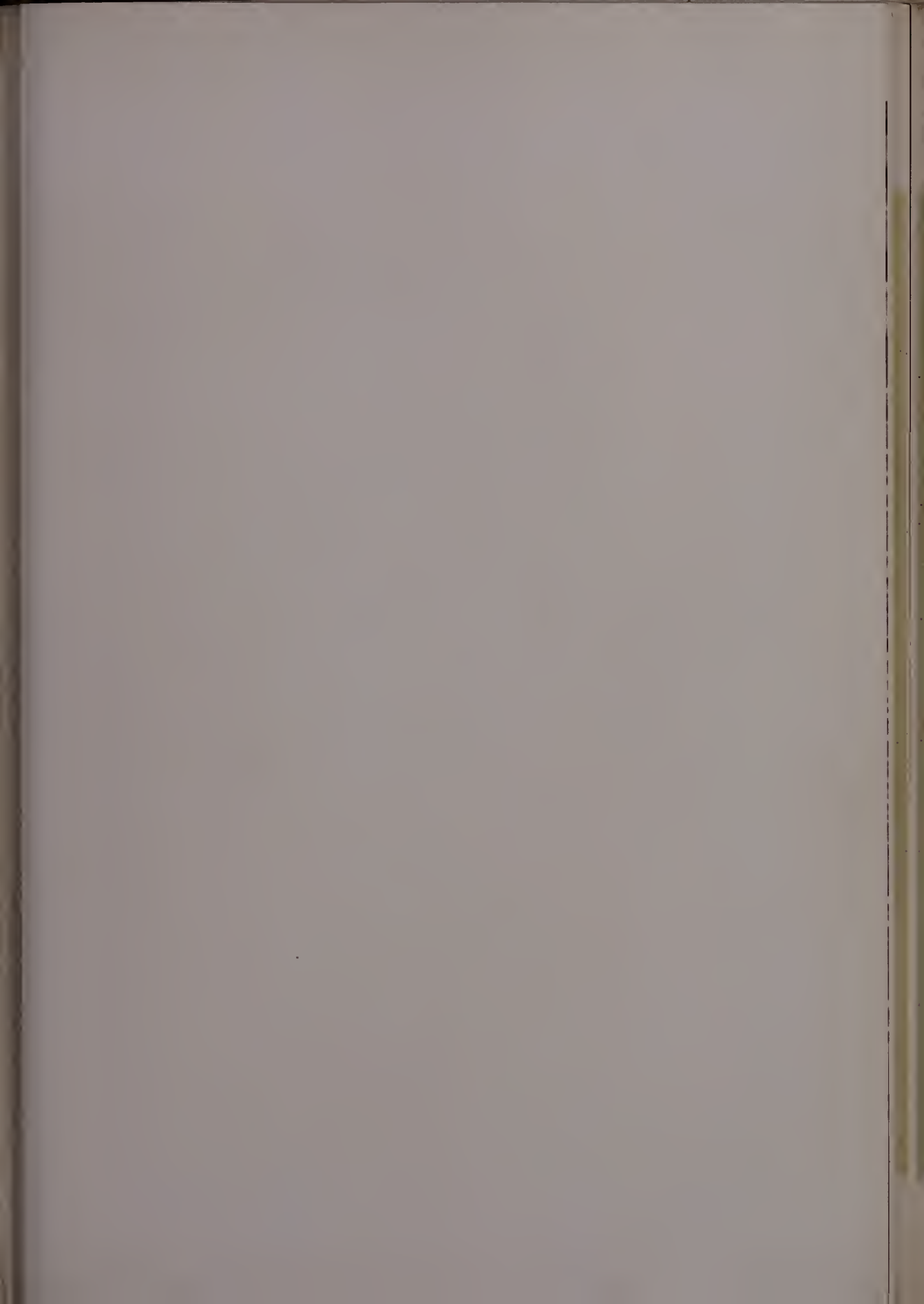
SPECIAL EVENTS

SEPTEMBER 17 AND 24: The open polo championship matches at Wesbury, Long Island, were graphically described for the Columbia audience by Ted Husing, assisted by Jimmy Dolan. After presenting an eye-witness account of the semi-finals on September 17 (4:30-5 p.m.), Husing covered the final between Greentree and Bostwick Field, 4:30-5 p.m.

SEPTEMBER 21, 23 AND 28: Three stake races at Belmont Park were brought to the Columbia sports audience, as they were run, by Bryan Field, CBS turf expert. The races were the Mont d'or Handicap, the Manhattan Handicap, and the Sixty-Ninth Ladies Handicap, 4:15-4:45 p.m.

SEPTEMBER 24: Governor John W. Bricker of Ohio and Governor Albert B. Chandler of Kentucky were heard in a special tribute to Columbia's new 50,000 watt Cincinnati affiliated, WCKY. Part of the program, originated in New York, featured the singing of Beatrice Kay, soprano Genevieve Rowe, the Four Clubmen quartet, and baritone Barry Wood, 6-6:30 p.m.

SEPTEMBER 27: Mrs. William H. Corwith, chairman of the national radio committee of the American Legion Auxiliary, presented its fourth annual award to CBS for its educational program, "Americans All—Immigrants All." Mrs. Corwith cited the program as the one "which best inculcates the characteristics of the American way of life and government," 11:03-11:15 a.m.



THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
1622 Chestnut Street, Philadelphia • 410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit •
Mart Building, St. Louis • Hotel Albus, Cincinnati • 625 Second Avenue, South, Minneapolis •
Wilder Building, Charlotte, N. C. • 817 Earle Building, Washington • Columbia Square, Hollywood •
Palace Hotel, San Francisco • 11 Langham Place, W. I. London

CBS PROGRAM BOOK • NOVEMBER, 1939

"Pursuit of Happiness" is cheerfully dedicated to America's way of life (including two Thanksgivings!) See Page 35.

NATIONAL BROADCASTING COMPANY
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N.Y.





NOVEMBER, 1939

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 29

WABC SPONSORED PROGRAMS: pp. 29 to 32

CBS SUSTAINING PROGRAMS: pp. 33 to 52

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

INDEX: COLUMBIA NETWORK CLIENTS

AUTOMOTIVE

- CHRYSLER CORPORATION:
Plymouth, Dodge, DeSoto,
Chrysler motor cars Page 7
- FORD MOTOR COMPANY:
Ford, Lincoln, Lincoln Zephyr,
Mercury Page 11

CIGARETTES & TOBACCO

- AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes,
Half & Half Smoking Tobacco . . Page 3
- AXTON-FISHER TOBACCO COMPANY:
Twenty Grand Cigarettes . . . Page 25
- BROWN & WILLIAMSON TOBACCO CORP.:
Raleigh Cigarettes Page 5
- LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes Page 19
- PENN TOBACCO COMPANY:
"Kentucky Club" Pipe Tobacco . Page 19
- PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes . . . Page 19
- R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
Prince Albert Tobacco Page 23
- STEPHANO BROTHERS:
"Marvels" Cigarettes Page 27
- U. S. TOBACCO COMPANY:
Dill's Best, Model Tobacco . . . Page 25

CONFECTIONERY

- EUCLID CANDY COMPANY:
Candy Bars Page 27
- WM. WRIGLEY JR. COMPANY:
Wrigley's Doublemint Gum,
Wrigley's Spearmint Gum . . . Page 25

DRUGS & TOILET GOODS

- AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics,
Louis Philippe Page 3
- ANACIN COMPANY:
Anacin Page 3
- BATHASWEET CORPORATION:
Bathasweet Products Page 25

- BAYER COMPANY:
Bayer Aspirin Page
- CAMPANA SALES COMPANY:
Italian Balm, Dreskin,
Coolies, D.D.D. Page
- CHAMBERLAIN LABORATORIES, INC.:
Chamberlain Lotion Page 2
- CHESEBROUGH MANUFACTURING COMPANY:
Vaseline Preparations Page
- COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
Colgate Dental Cream,
Palmolive Shave Cream,
Palmolive Brushless Shave,
Cue Liquid Dentifrice Page
- Cashmere Bouquet Products,
Halo, Palmolive Soap,
Colgate Tooth Powder Page
- KOLYNOS COMPANY:
Kolynos Toothpaste Page 1
- LADY ESTHER COMPANY:
Cosmetics Page 1
- THE LAMBERT COMPANY:
Listerine Products,
Prophylactic Brushes Page 1
- LEHN & FINK PRODUCTS CORP.:
Hind's Honey & Almond Cream . Page 1
- LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lifebuoy, Lux Toilet Soap . . . Page 1
- MENNEN COMPANY:
Mennen Shave Products Page 2
- NOXZEMA CHEMICAL COMPANY:
Noxzema Greaseless Cream . . Page 1
- THE PROCTER & GAMBLE COMPANY:
(See also Laundry Soaps; Foods)
Teel, Drene, Ivory Page 2
- WYETH CHEMICAL COMPANY:
Hill's Nose Drops Page 2

FOODS & BEVERAGES

- BOWEY'S, INC.:
Dari-Rich Products Page
- CALIFORNIA FRUIT GROWERS EXCHANGE:
Sunkist Oranges, Lemons . . . Page

CAMPBELL SOUP COMPANY:

Campbell's Soups,
Beans, and Tomato Juice . . . Pages 5, 7
Franco-American Spaghetti . . . Page 7

CONTINENTAL BAKING COMPANY, INC.:
Wonder Bread, Hostess Cake . . . Page 9

CORN PRODUCTS SALES CO.:
(See also Laundry Soaps)
Kre-Mel Dessert Page 9

GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
Grape Nuts, Sanka Page 11
Diamond Crystal Salt, Calumet
Baking Powder, Swansdown Cake
Flour, Minute Tapioca, Postum . . . Page 13

GENERAL MILLS, INC.:
Wheaties, Corn Kix Page 13
Wheaties, Gold Medal Flour . . . Pages 25, 29

HAWAIIAN PINEAPPLE COMPANY:
"Dole" Pineapple Juice, Gems . . . Page 15

GEO. A. HORMEL & COMPANY:
Hormel Soups and Food Products . . . Page 15

LEVER BROTHERS COMPANY:
(See also Drugs; Laundry Soaps)
Spry Page 17

PET MILK SALES CORPORATION:
Pet Evaporated Milk Page 19

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Laundry Soaps)
Crisco Page 21

PURITY BAKERIES SERVICE CORP.:
Taystee Bread Page 23

SEALTEST, INC.:
Sealtest System Page 23

LAUNDRY SOAPS & ACCESSORIES

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Toilet Goods)
Concentrated Super Suds Page 9
Octagon Products Page 29

CORN PRODUCTS SALES CO.:
(See also Foods)
Linit Page 9

THE CUDAHY PACKING COMPANY:
Old Dutch Cleanser Page 11

FELS & COMPANY:
Fels-Naphtha Soap Page 11

GENERAL FOODS CORPORATION:

(See also Foods)
La France, Satina Page 13

LEVER BROTHERS COMPANY:
(See also Drugs; Foods)
Rinso, Lux Flakes Page 17

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Foods)
Ivory, Oxydol, Chipso Page 21

LUBRICANTS

AMERICAN OIL COMPANY:
Amoco-Gas, Orange American Gas . . . Page 3

ATLANTIC REFINING COMPANY:
Atlantic White Flash Gasoline,
Atlantic Motor Oil Page 29

ETHYL GASOLINE CORPORATION:
"Ethyl" Gasoline Page 11

GULF OIL CORPORATION:
Motor Oil and Gas Page 13

THE PURE OIL COMPANY:
Petroleum Products Page 23

RIO GRANDE OIL, INC.:
Petroleum Products Page 27

TEXAS COMPANY:
Texaco Products Page 23

TIDEWATER ASSOCIATED OIL CO.:
"Flying A" Gasoline Page 27

UNION OIL COMPANY:
Union 76 Gasoline, Triton
Motor Oil Page 27

MISCELLANEOUS

COLUMBIA RECORDING CORPORATION:
Columbia Records Page 9

INTERNATIONAL SILVER COMPANY:
Sterling Silver Page 15

PERSONAL FINANCE COMPANY:
Personal Loan Service Page 19

PRUDENTIAL INSURANCE COMPANY:
OF AMERICA
Insurance Services Page 21
Political Broadcasts Page 27

All time listed on the following pages is current New York time unless otherwise indicated.

CBS SPONSORED PROGRAMS

AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cos Louis Philippe
AMERICAN OIL COMPANY	Amoco-Gas Orange American Gas
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobac
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin

PROGRAM	TIME	AGENCY	WEEKS*
Romance of Helen Trent <i>serial drama</i>	Mon., Wed., Fri. 12:30-12:45 p.m. 33 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	308 Weeks
Human Side of the News, Edwin C. Hill <i>news</i>	Mon. thru Fri. 6:05-6:15 p.m. 42 CBS stations ORIGINATES: WABC	The Joseph Katz Company	65 Weeks
Top Hit Parade Frank Warnow's Orchestra, Guy Wood, and Bea Wain <i>popular music and vocalists</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 68 CBS stations ORIGINATES: WABC	Lord & Thomas	183 Weeks
Bernie and All the Lads Lew Lehr, Buddy Clark, Guy Small, Manny Prager and the Bailey Sisters <i>music and comedy</i>	Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 53 CBS stations ORIGINATES: WABC	Young and Rubicam, Inc.	
Gal, Sunday <i>serial drama</i> (Also KOLYNOS COMPANY)	Wed., Thurs., Fri. 12:45-1:00 p.m. 33 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	144 Weeks
My Good Friend Helen Menken, presented by the Famous Actors' Guild <i>serial drama</i>	Tuesday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	425 Weeks

* figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

BOWEY'S, INC.	Dari-Rich Products
BROWN & WILLIAMSON TOBACCO CORPORATION	Raleigh Cigarettes
CALIFORNIA FRUIT GROWERS EXCHANGE	Sunkist Oranges Sunkist Lemons
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice

PROGRAM	TIME	AGENCY	WEEKS
Beats and Rhythm with Todd Hunter, reporter; Dave ... instrumentalist, and Carl ... Engarten's Orchestra <i>talk and music</i>	Sunday 11:05-11:30 a.m. <i>Rebroadcast</i> 2:30-2:55 p.m. 33 CBS stations ORIGINATES: WBBM	Sorensen & Company	22 Weeks
Ed Sullivan Reviews News <i>ews</i>	Sun. thru Fri. 11:00-11:15 p.m. <i>Rebroadcasts</i> 11:30-11:45 p.m. 1:00-1:15 a.m. 38 CBS stations ORIGINATES: LOUISVILLE	Batten, Barton, Durstine & Osborn, Inc.	30 Weeks
Frankist Presents Hedda opper's Hollywood" <i>ilm news and interviews</i> (beginning November 6)	Mon., Wed., Fri. 6:15-6:30 p.m. 28 CBS stations ORIGINATES: KNX	Lord & Thomas	26 Weeks
First Nighter with Barbara Luddy and Tremayne <i>drama at the "Little Theater</i> <i>of Times Square"</i>	Friday 9:30-10:00 p.m. 52 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	92 Weeks
Franklin D. Roosevelt Playhouse with Welles, director, and ... stars <i>drama</i>	Sunday 8:00-8:55 p.m. <i>Rebroadcast</i> 10:00-11:00 p.m. 70 CBS stations 14 CBC stations ORIGINATES: KNX	Ward Wheelock Company	256 Weeks
How 'n' Andy <i>serial comedy-drama</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 58 CBS stations ORIGINATES: KNX		

The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CAMPBELL SOUP COMPANY <i>Continued</i>	Campbell's Soups Franco-American Spaghett
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED	Vaseline Preparations
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave Cue Liquid Dentifrice

<p>nda Curtis <i>dramatic serial</i></p>	<p>Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 2:30-2:45 p.m. 58 CBS stations ORIGINATES: WABC</p>	<p>Ward Wheelock Company</p>	<p>256 Weeks</p>
<p>ny Ross <i>songs</i></p>	<p>Mon., Wed., Fri. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>256 Weeks</p>
<p>Christian Jean Hersholt <i>drama</i></p>	<p>Wednesday 10:00-10:30 p.m. 61 CBS stations ORIGINATES: KNX</p>	<p>McCann-Erickson, Inc.</p>	<p>51 Weeks</p>
<p>or Bowes' ginal Amateur Hour <i>amateurs, with Major Bowes</i> <i>Master of Ceremonies</i></p>	<p>Thursday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WABC</p>	<p>Ruthrauff & Ryan, Inc.</p>	<p>191 Weeks</p>
<p>gate Ask-It Basket Jim McWilliams <i>variety quiz program</i></p>	<p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 62 CBS stations ORIGINATES: WABC</p>	<p>Benton & Bowles, Inc.</p>	<p>194 Weeks</p>
<p>nge As It Seems <i>dramatizations of unusual facts</i></p>	<p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 54 CBS stations ORIGINATES: WABC</p>		
<p>g Busters <i>police-file dramatizations</i></p>	<p>Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 63 CBS stations ORIGINATES: WABC</p>		

The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i>	Cashmere Bouquet Product Halo Concentrated Super Suds Palmolive Soap Colgate Tooth Powder
COLUMBIA RECORDING CORPORATION	Columbia Records
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
CORN PRODUCTS SALES COMPANY	Kre-Mel Dessert Linit

PROGRAM	TIME	AGENCY	ON AIR*
Rayne King's Orchestra with Buddy Clark, baritone <i>Popular music</i>	Saturday 8:30-8:55 p.m. 65 CBS stations 29 CBC stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc. Lord & Thomas, Toronto	194 Weeks
Art and Marge <i>serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 77 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	
Top House Featuring Bess Johnson <i>serial drama</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. 77 CBS stations ORIGINATES: WABC		
Stepmother <i>serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. 26 CBS stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	
Young Man With A Band Best orchestra, John H. Hammond, announcer, and Dan Seymour, MC <i>Music and comments</i>	Friday 10:30-11:00 p.m. 31 CBS stations ORIGINATES: WABC	Ward Wheelock Company	6 Weeks
Miss Kitty Kelly <i>serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 45 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	241 Weeks
Society Girl <i>dramatic serial</i>	Mon. thru Fri. 3:15-3:30 p.m. 46 CBS stations ORIGINATES: WABC	Hellwig-Miller Company	253 Weeks

*The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
ETHYL GASOLINE CORPORATION	"Ethyl" Gasoline
FELS & COMPANY	Fels Naphtha Soap
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury
GENERAL FOODS CORPORATION	Grape Nuts Sanka

Bachelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunningham, Inc.	253 Weeks
Break-Up Time featuring Tony Martin, Andre Kostelanetz's Orchestra, Thompson's Rhythm Singers David Laughlin, tenor <i>Musical variety</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 66 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	38 Weeks
obby Lobby with Dave Elman, Harry Salter's Orchestra and guests <i>Interviews and music</i>	Sunday 5:00-5:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 57 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	125 Weeks
Sunday Evening Hour with Symphony Orchestra and Orus, with Fritz Reiner, guest conductor, and soloists <i>With Talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	292 Weeks
Steve Smith Hour with the Group Theater, Abbott and Costello, "Snow Village Sketches." Collins, Jack Miller and Orchestra, and guests <i>Music, comedy, and drama</i>	Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-1:00 a.m. 78 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	245 Weeks
Real-Life People with Gabriel Heatter, Harry von Zell and Guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 75 CBS stations ORIGINATES: WABC		

The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

<p>GENERAL FOODS CORPORATION <i>Continued</i></p>	<p>Diamond Crystal Salt Calumet Baking Powder Swans Down Cake Flour</p> <p>Calumet Baking Powder Swans Down Cake Flour</p> <p>La France Satina Minute Tapioca</p> <p>Postum</p>
<p>GENERAL MILLS, INC.</p>	<p>Wheaties</p> <p>Corn Kix</p>
<p>GULF OIL CORPORATION</p>	<p>Motor Oil and Gas</p>

PROGRAM	TIME	AGENCY	WEEKS*
Steve Smith Speaks <i>Talks and interviews</i>	Mon. thru Fri. 12:00-12:15 p.m. 66 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc. Benton & Bowles, Inc.	245 Weeks
Son and I with Betty Garde and Kingsley Linton <i>Serial drama</i>	Mon. thru Fri. 2:45-3:00 p.m. 67 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	
George Jordan, Girl Interne <i>Serial drama</i>	Mon. thru Fri. 3:00-3:15 p.m. 53 CBS stations ORIGINATES: WABC		
Tom and Abner <i>Comedy sketches</i>	Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 54 CBS stations ORIGINATES: KNX		
Kathleen Norris <i>Dramatization of novels</i>	Mon. thru Fri. 5:00-5:15 p.m. 31 CBS stations ORIGINATES: WABC	Knox Reeves Advertising, Inc.	465 Weeks
Andy and Betty <i>Serial drama</i>	Mon. thru Fri. 5:15-5:30 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 14 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
Green Guild Theatre with Roger Pryor, MC. Men stars as guests, Oscar Bradley's Orchestra <i>Variety and drama</i>	Sunday 7:30-8:00 p.m. 64 CBS stations ORIGINATES: KNX	Young & Rubicam, Inc.	299 Weeks

*The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple Juice "Gems"
GEORGE A. HORMEL & COMPANY	Hormel Soups and other Food Products
INTERNATIONAL SILVER COMPANY	Sterling Silver
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEHN & FINK PRODUCTS CORPORATION	Hind's Honey and Almond C

PROGRAM	TIME	AGENCY	ON AIR *
Pearce and His Gang Billy House, Arlene Harris, ie and Her Merry Men, Don Reid, r, and Carl Hoff's orchestra <i>Music and comedy</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 64 CBS stations ORIGINATES: KNX	N. W. Ayer & Son, Inc.	42 Weeks
Happened in Hollywood Martha Mears, John Conte and ie Dunstedter's Orchestra <i>Musical variety</i>	Mon. thru Fri. 5:30-5:45 p.m. 30 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	115 Weeks
er Theatre rad Nagel, Narrator-director, guest stage and screen stars <i>Drama</i>	Sunday 6:00-6:30 p.m. 53 CBS stations 29 CBC stations ORIGINATES: KNX	Young & Rubicam, Inc.	86 Weeks
Gal, Sunday <i>Serial drama</i> (also ANACIN COMPANY)	Mon. and Tues. 12:45-1:00 p.m. 33 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	411 Weeks
Lombardo and His Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. 50 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	308 Weeks
nd Central Station <i>Dramatic sketches</i>	Friday 10:00-10:30 p.m. 52 CBS stations ORIGINATES: WABC	Lambert & Feasley, Inc.	122 Weeks
ns and Allen Ray Noble and his orchestra k Parker, tenor, and an Bradley, announcer <i>Music and comedy</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 52 CBS stations ORIGINATES: KNX	William Esty & Co.	207 Weeks

* figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

LEVER BROTHERS COMPANY

Rinso

Lifebuoy

Lux Toilet Soap

Rinso

Spry

Lux Flakes
Lux Toilet Soap

PROGRAM	TIME	AGENCY	WEEKS*
Big Town starring Edward G. Robinson with Ona Munson <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 69 CBS stations 26 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	164 Weeks
Tuesday Night Party starring Walter O'Keefe, Mary Martin with Bobby Dolan's Orchestra and guest stars <i>Music and comedy</i>	Tuesday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 63 CBS stations 26 CBC stations ORIGINATES: WABC		
Max Radio Theatre with Bill B. DeMille, director, and stars of stage and screen <i>Drama</i>	Monday 9:00-10:00 p.m. 63 CBS stations 26 CBC stations ORIGINATES: KNX	J. Walter Thompson Company	
My Sister with Alice Frost and Martin Gabel <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 72 CBS stations 26 CBC stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	
My Aunt Jenny's Real Life Stories <i>Dramatic sketches</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 67 CBS stations ORIGINATES: WABC		
The Life and Love of Dr. Susan <i>Serial drama</i>	Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 5:15-5:30 p.m. 65 CBS stations 26 CBC stations ORIGINATES: WABC	J. Walter Thompson Company	

*The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
NOXZEMA CHEMICAL COMPANY	Noxzema Greaseless Cream
PENN TOBACCO COMPANY	"Kentucky Club" Pipe Tobacco
PERSONAL FINANCE COMPANY	Personal Loan Service
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes

PROGRAM

TIME

AGENCY

SHOWS*

Paul Whiteman and His Orchestra , with Joan Edwards, and The Modernaires <i>Musical variety</i>	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-12 mid. 97 CBS stations ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	355 Weeks
---	--	-------------------------	-----------

Bob Trout <i>News</i>	Tues., Thurs., Sat. 3:30-3:35 p.m. 38 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	51 Weeks
---------------------------------	--	------------------------	----------

Max Pop Arks and Wally <i>Interviews</i>	Thursday 7:30-8:00 p.m. 53 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	4 Weeks
--	---	------------------------	---------

McClellan's Daughters <i>Serial drama</i>	Mon. thru Fri. 2:00-2:15 p.m. 29 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	104 Weeks
---	---	-------------------------------	-----------

Saturday Night Serenade Mary Eastman, soprano; Bill Perry, baritone, and Gustav Haenschen's Orchestra and Chorus <i>Musical</i>	Saturday 9:45-10:15 p.m. 54 CBS stations ORIGINATES: WABC	Gardner Advertising Company	313 Weeks
--	--	-----------------------------	-----------

Mary Lee Taylor Home economist; Bob Trout, News <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 63 CBS stations ORIGINATES: KMOX		
--	---	--	--

Gannett Presents Gannett Green's Orchestra. Drama- tized "Perfect Crime," Floyd Sher- man, Roger Kinney, Genevieve Rowe, "Overly," Glenn Cross, Ray Bloch's Sing 14 <i>Musical variety and dramatic interludes</i>	Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 79 CBS stations ORIGINATES: WABC	The Biow Company, Inc.	164 Weeks
---	---	------------------------	-----------

* The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

THE PROCTER & GAMBLE COMPANY	Teel Drene Oxydol Ivory Chipso Oxydol Crisco Chipso Drene
PRUDENTIAL INSURANCE COMPANY OF AMERICA	Insurance Services

PROGRAM	TIME	STATION	DAYS
Professor Quiz with Bob Trout <i>Questions and Answers</i>	Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 9:00-9:30 p.m. 54 CBS stations ORIGINATES: WABC	H. W. Kastor & Sons	257 Weeks
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. 29 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
Life Can Be Beautiful <i>Serial drama</i>	Mon. thru Fri. 1:15-1:30 p.m. 36 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
Mad of Life <i>Serial drama</i>	Mon. thru Fri. 1:30-1:45 p.m. <i>Beginning Nov. 13</i> 1:45-2:00 p.m. 39 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
18 Day Is Ours <i>Serial drama</i>	Mon. thru Fri. 1:45-2:00 p.m. <i>Beginning Nov. 13</i> 1:30-1:45 p.m. 47 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
Manhattan Mother <i>Serial drama</i>	Mon. thru Fri. 9:00-9:15 a.m. 12 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
Sammy Fidler <i>Hollywood news reporter</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 62 CBS stations ORIGINATES: KXN	H. W. Kastor & Sons	
When a Girl Marries <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 50 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	23 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

THE PURE OIL COMPANY	Petroleum Products
PURITY BAKERIES SERVICE CORP.	Taystee Bread
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobac
SEALTEST, INC.	Sealtest System of Laborator Control of Milk and Ice Creat
TEXAS COMPANY	"Texaco" Products

PROGRAM	TIME	AGENCY	WEEKS
altenborn Edits The News <i>News Analysis</i>	Mon., Wed., Fri. 6:30-6:45 p.m. 39 CBS stations ORIGINATES: WABC	Leo Burnett Company, Inc.	27 Weeks
ailin' Ed McConnell	Mon. thru Fri. 4:45-5:00 p.m. 17 CBS stations ORIGINATES: WBBM	Campbell-Mithun, Inc.	31 Weeks
blondie" with Penny Singleton and Arthur Lake <i>Domestic comedy</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 87 CBS stations ORIGINATES: KNX	William Esty & Company, Inc.	331 Weeks
Bob Crosby's Orchestra with Johnny Mercer, singer and The Bobcats <i>Musical variety</i>	Tuesday 9:30-10:00 p.m. 93 CBS stations ORIGINATES: ON TOUR		
Our Family and Mine <i>Serial drama</i>	Mon. thru Fri. 2:30-2:45 p.m. 36 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	27 Weeks
Vacuo Star Theatre with Ken Murray, MC, Frances Langford, Kenny Baker, Gus Wallington, and David Rockman's Orchestra; Luna with Broadway and Hollywood Stars. Burns Mantle. Comic critic <i>Variety and drama</i>	Wednesday 9:00-10:00 p.m. 91 CBS stations ORIGINATES: KNX AND WABC	Buchanan & Co.	125 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

**COLUMBIA
PACIFIC
NETWORK**

<p>U. S. TOBACCO COMPANY</p>	<p>Dill's Best Model Smoking Tobacco</p>
<p>WM. WRIGLEY JR. COMPANY</p>	<p>Wrigley's Doublemint Gum Wrigley's Spearmint Gum</p>
<p>WYETH CHEMICAL COMPANY</p>	<p>Hill's Nose Drops</p>
<p>AXTON-FISHER TOBACCO CO. BATHASWEET CORPORATION MENNEN COMPANY</p>	<p>Twenty Grand Cigarettes Bathasweet Products Mennen Shave Products</p>
<p>GENERAL MILLS, INC. (Sperry Flour Co.)</p>	<p>Wheat Hearts</p>

PROGRAM	DAYS	TIME	AGENCY	WEEKS
Model Minstrels with Tom Howard and George Shelton, the Eton Boys and Ray Bloch's Orchestra <i>Comedy and music</i>	Monday	8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 54 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	231 Weeks
Gateway to Hollywood Talents of talent quest <i>Serial drama</i>	Sunday	6:30-7:00 p.m. 66 CBS stations ORIGINATES: WBBM	Frances Hooper Advertising Agency	288 Weeks
Wattergood Baines <i>Serial drama</i>	Mon. thru Fri.	5:15-6:00 p.m. 73 CBS stations ORIGINATES: WBBM	Neisser Meyerhoff, Inc.	
The Romance of Helen Trent <i>Serial drama</i> (also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri.	12:30-12:45 p.m. 33 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	233 Weeks
"Bob Garred Reporting" <i>News</i>	Mon. thru Fri.	5:45-5:55 p.m. PST	McCann-Erickson, Inc.	6 Weeks
	Tues., Thurs.	7:30-7:45 a.m. PST	H. M. Kiesewetter Advertising Agency	3 Weeks
	Mon., Wed., Fri.	7:30-7:45 a.m. PST ORIGINATES: KSFO		48 Weeks
My Children <i>Dramatic serial</i>	Mon. thru Fri.	8:45-9:00 a.m. PST ORIGINATES: KSFO	Westco Advertising Agency	465 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

**COLUMBIA
PACIFIC
NETWORK**

STEPHANO BROTHERS

"Marvels" Cigarettes

TIDEWATER ASSOCIATED OIL COMPANY

"Flying A" Gasoline

UNION OIL COMPANY

Union 75 Gasoline
Triton Motor Oil

**COLUMBIA
CALIFORNIA
NETWORK**

**EUCLID CANDY COMPANY
OF CALIFORNIA, INC.**

Candy Bars

POLITICAL BROADCASTS

California Chiropractic
Association

No on Proposition Number F
Committee

Yes on Proposition Number F
Committee

RIO GRANDE OIL, INC.

Petroleum Products

PROGRAM	TIME	AGENCY	WEEKS
Sports Huddle** with Tom Breneman and Haven Dyer <i>Sports news</i>	Tues., Thurs., Sat. 7:30-7:45 p.m. PST ORIGINATES: KNX	The Aitkin-Kynett Co.	14 Weeks
Pacific Coast Conference Football Games <i>Eye-witness accounts</i>	Saturday 2:15-5:00 p.m. PST ORIGINATES: VARIOUS STATIONS	Lord & Thomas	146 Weeks
Union Oil Program** <i>Opera and light opera in tabloid form</i>	Thursday 9:30-10:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	4 Weeks
Jim Hayes Points the Periscope	Thursday 8:15-8:30 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	102 Weeks
Political Speech	Monday November 6 9:45-10:00 p.m. PST ORIGINATES: KNX	R. H. Alber Company	
Political Speech	Saturday November 1 8:00-8:15 p.m. PST	Howard G. Hanvey	
Political Speeches	Saturday November 4 8:15-8:30 p.m. PST Sunday November 5 9:45-10:00 p.m. PST ORIGINATES: KNX	Ray Davidson	
Following All Cars <i>Police file dramatizations</i>	Tuesday 7:00-7:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell Advertising, Inc.	309 Weeks

The figures indicate the total number of weeks
 which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

**COLUMBIA
DIXIE
NETWORK**

COLGATE-PALMOLIVE-PEET CO.

Octagon Products

**COLUMBIA
MIDWESTERN
NETWORK**

CHAMBERLAIN LABORATORIES, INC.

Chamberlain Lotion

GENERAL MILLS, INC.

Gold Medal Flour

**COLUMBIA
NEW ENGLAND
NETWORK**

ATLANTIC REFINING CO.

Atlantic White Flash Gasolin
Atlantic Motor Oil

WABC

J. W. BEARDSLEY SONS

Foods and Canned Foods

BOND STORES, INC.

Men's Clothing

LIGGETT DRUG COMPANY, INC.

Fountain Service

QUAKER OATS COMPANY

Aunt Jemina's Pancake Flour

BROWN & WILLIAMSON TOBACCO CORP.

Raleigh Cigarettes

BULOVA WATCH COMPANY

Bulova Watches

**CHRYSLER CORPORATION
(DODGE DIVISION)**

Dodge Automobiles

PROGRAM	TIME	AGENCY	WEEKS*
"Woman of Courage" <i>Serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. ORIGINATES: WABC	Benton & Bowles, Inc.	16 Weeks
Law Show: Title Not Set (beginning November 19)	Sunday 2:30-2:55 p.m. ORIGINATES: WBBM	L. W. Ramsey Company	21 Weeks
Marjorie's Golden Store <i>Dramatic serial</i>	Mon. thru Fri. 4:15-4:30 p.m. CST ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	465 Weeks
Monday Cross University Football Games <i>Play-by-play descriptions</i>	Saturday 2:00-4:30 p.m. ORIGINATES: WORC	N. W. Ayer & Son, Inc.	116 Weeks
The Morning Almanac Hosted by Phil Cook	Tues., Thurs., Sat. 7:30-7:45 a.m. Mon. thru Sat. 7:15-7:30 a.m. Mon., Wed., Fri. 7:30-7:45 a.m. Tues. thru Sat. 8:30-8:45 a.m.	Neff-Rogow, Inc. Sherman K. Ellis, Inc.	6 Weeks 8 Weeks 42 Weeks 17 Weeks
Bill Allen's Sports Review <i>Football previews and results</i>	Thurs. and Sat. 6:15-6:30 p.m.	Batten, Barton, Durstine & Osborn, Inc.	30 Weeks
Time Signals	Mon. thru Sun. 10 Times daily	The Biow Company	530 Weeks
Bob Trout <i>News</i>	Saturday 9:45-10:00 p.m.	Ruthrauff & Ryan, Inc.	191 Weeks

*The figures indicate the total number of weeks which the client has used CBS facilities.

WABC SPONSORED PROGRAMS

CLIENT	PROGRAM
CHARLES B. KNOX GELATINE CO., INC.	Knox Gelatine
KONDON MANUFACTURING COMPANY	Kondon's Nasal Jelly
THOMAS LEEMING & CO.	Baume Bengue Pacquin's Hand Cream
LIGGETT DRUG COMPANY	Rexall One-Cent Sale
MARYLAND PHARMACEUTICAL CO.	Rem Rel
MELVILLE SHOE COMPANY	Thom McAn Shoes
REGAL SHOE COMPANY, INC.	Regal Shoes
RUDOLPH WURLITZER COMPANY	Musical Instruments

PROGRAM	TIME	CLIENT	UNWABC
Del Allen's Football Previews <i>Previews of college games</i>	Saturday 2:15-2:30 p.m.	Kenvon & Eckhardt, Inc.	54 Weeks
Weather Reports <i>(beginning November 15)</i>	Mon., Wed., Fri. 6:59-7:00 a.m.	Addison Lewis & Associates	Starts Nov. 15
Richard Maxwell <i>Hymns and talks</i>	Mon., Wed., Fri. 3:45-4:00 p.m.	William Esty & Co., Inc.	57 Weeks
Robinoff and His Violin <i>with Graham MacNamee, Buddy Borak and Arthur Boran</i> <i>Transcription</i>	Thurs., Fri., Sat. Nov. 2, 3 and 4 8:45-9:00 a.m.	Spot Broadcasting, Inc.	41 Weeks
The Odd Side of the News <i>with Charles Stark</i>	Mon. thru Sat. 8:15-8:20 a.m.	The Joseph Katz Co.	4 Weeks
Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	48 Weeks
Mer Davis <i>News</i>	Mon., Wed., Fri. 6:30-6:45 p.m.	Cecil & Presbrey, Inc.	14 Weeks
Time in the Spotlight	Mon. thru Sat. 8:20-8:25 a.m.	Schwimmer and Scott	8 Weeks

*The figures indicate the total number of weeks
in which the client has used WABC facilities.*

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting, and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

1. NEWS BROADCASTS	Page 34
2. VARIETY	Page 35
3. SERIOUS MUSIC	Page 36
4. EDUCATIONAL PROGRAMS	Page 40
5. DRAMATIC SERIES	Page 44
6. PUBLIC AFFAIRS	Page 45
7. SPECIAL EVENTS	Page 46
8. RELIGIOUS BROADCASTS	Page 47
9. CHILDREN'S PROGRAMS	Page 48
10. PERSONALITIES	Page 49
11. LIGHT MUSIC	Page 50
CBS SHORT WAVE BROADCASTS	Page 51
ADDENDA: OCTOBER PROGRAMS	Page 53

**NEWS
BROADCASTS**

**News Summaries,
Analyses and Broadcasts
from Europe**

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

European broadcasts: Edward R. Murrow from London; William L. Shirer from Berlin; Eric Sevareid, Thomas Grandin from Paris; Bill Henry at the front; Elmer Davis, Bob Trout from New York; Albert Warner from Washington: 8:00-8:15 a.m., 6:45-7:00 p.m., MONDAY THRU FRIDAY: 8:00-8:15 a.m., 6:45-7:00 p.m., SATURDAY: 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY.

News summaries: Latest press dispatches: 3:30, 6:00 p.m., 1:55 a.m., MONDAY, WEDNESDAY AND FRIDAY: 11:00 a.m., 6:00 p.m., 1:55 a.m., TUESDAY AND THURSDAY: 11:00 a.m., 6:00, 11:00 p.m., 1:55 a.m., SATURDAY: 11:00 a.m., 1:30, 2:55 p.m., 1:55 a.m., SUNDAY.

News analyses: H. V. Kaltenborn, 6:30-6:45 p.m., TUESDAY AND THURSDAY; Elmer Davis and the News, 8:55-9:00 p.m., MONDAY THRU SUNDAY; Albert Warner from Washington, 6:05-6:15 p.m., EACH SATURDAY.

CBS SUSTAINING PROGRAMS

VARIETY

"The Pursuit of Happiness"

Approximately 4:30 p.m.

EACH SUNDAY

(Immediately following
Philharmonic Broadcast)

"The Pursuit of Happiness" is a special series of programs dedicated to the brighter side of the American scene. Each week the show will feature a roster of distinguished guests, who will be introduced by Burgess Meredith, one of America's most brilliant and versatile young actors. Mark Warnow's orchestra furnishes music for the program, which includes what is new and newsworthy in our entertainment world. Norman Corwin directs the program and George Faulkner furnishes the script. Paul Robeson, America's most famous Negro baritone, heads a large Lynn Murray chorus in the folk-oratorio by Earl Robinson on the November 5 program.

Columbia's Gay Nineties Revue

7:30-8:00 p.m.

EACH SATURDAY

Columbia entertainers get into bowlers and bustles and revert to the songs and comedy of the nineties in this swift, picturesque variety show. Joe Howard, master of ceremonies and veteran song-writer, introduces soprano Gertrude Rowe, comedienne Beatrice Kay, and the sturdy slapstick comedy team, Latimer and Costello. Ray Bloch is the conductor and Rinker the producer.

Concert in Rhythm

10:15-10:45 p.m.

EACH SATURDAY

Columbia's "Concert in Rhythm" orchestra presents original and arranged precise music in concert style and setting. The program, conceived and directed by Raymond Scott, features selections by Judith Arlen, popular CBS soloist, in its November schedule. Ed Cashman produces these weekly concert

**SERIOUS
MUSIC**

**New York Philharmonic-
Symphony Orchestra**

AT 3:00 p.m.

EACH SUNDAY

AT 3:30 p.m.

SUNDAY, NOVEMBER 26

The New York Philharmonic-Symphony Orchestra is in its tenth consecutive year of broadcasting as an exclusive Columbia network feature. John Barbirolli, brilliant young English conductor, is permanent director of the orchestra, and Deems Taylor, CBS music consultant, remains the program commentator. From Carnegie Hall this month:

NOVEMBER 5: *Elgar*: Introduction and Allegro for Strings, Opus 47; *Castelnuovo-Tedesco*: Concerto for Piano and Orchestra No. 2, MARIO CASTELNUOVO-TEDESCO, pianist, and Overture, "Twelfth Night"; *Tschaikowsky*: Overture-Fantasy, "Romeo and Juliet."

NOVEMBER 12: *Handel-Harty*: Suite, "The Royal Fireworks"; *Debussy*: Rhapsody for Saxophone and Orchestra; *Ibert*: Concertino for Saxophone and Orchestra, SIGURD RASCHER, soloist; *Schumann*: Symphony No. 2 in C major, Opus 61.

NOVEMBER 19: *Foote*: Suite in E major for Strings, Opus 63 (Praeludium, Pizzicato and Adagietto, Fugue); *Paganini*: Concerto for Violin and Orchestra in D major, ZINO FRANCES CATTI, violinist; *Brahms*: Symphony No. 2 in D major, Opus 73.

NOVEMBER 26: (*From Chicago*). *Berlioz*: Overture, "The Roman Carnival," Opus 9; *Elgar*: Introduction and Allegro for Strings, Opus 47; *Weinberger*: Variations and Fugue, "Under the Spreading Chestnut Tree".

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Curtis Institute of Music 4:00-4:30 p.m. TUESDAY, NOV. 6, 13 AND 27 10:30-11:00 p.m. MONDAY, NOVEMBER 20</p>	<p>The Curtis Institute of Music presents a series of thirty Monday concerts in its eleventh consecutive season on CBS. Faculty members and students perform in a symphony orchestra and in several chamber music groups. Fritz Reinhardt conducts frequently during the series. Some of the selections scheduled for the first two November broadcasts follow:</p> <p>NOVEMBER 6: <i>Brahms</i>: Sonata No. 1 in G minor, opus 38 (first and second movements); <i>Songs</i> by Hugo Wolf and I. F. Schumann; <i>Songs</i> by Hugo Wolf and I. F. Schumann. NATHAN STUTCH, cellist, and RALPH BERKOWITZ, pianist; <i>Songs</i> by Hugo Wolf and I. F. Schumann. HILDA MORSE, soprano, and EUGENE BOSSART, accompanist.</p> <p>NOVEMBER 13: <i>Bach</i>: Two Preludes and Fugue from The Well-Tempered Clavichord. ROBERT CORNMAN, pianist; <i>Brahms</i>: Trio in C minor, opus 101. VIDA REYNOLDS, violinist. NATHAN STUTCH, cellist. JOHN SIMMS, pianist.</p>
<p>Cleveland Institute of Music 4:00-4:30 p.m. EACH TUESDAY BEGINNING NOVEMBER 14</p>	<p>The Cleveland Institute of Music opens its Tuesday afternoon series with various orchestra and solo performances. Beryl Rubenstein, pianist, is featured in the first broadcast, and joins Arthur Loesser in playing compositions for two pianos November 28. Nevada van der Veer, soprano, will perform on November 14.</p>
<p>New York Philharmonic Young People's Concert 11:05 a.m.-12:15 p.m. SATURDAY, NOVEMBER 18</p>	<p>Ernst Schelling conducts the Philharmonic Symphony Orchestra in the first of a series of young people's concerts especially prepared for young people.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>Cincinnati Conservatory of Music 1:00-4:30 p.m. MONDAY, NOVEMBER 20 11:15 a.m.-12 noon SATURDAY, NOVEMBER 25</p>	<p>The Cincinnati Conservatory of Music continues its sixth season of broadcasts over the Columbia network. A symphony orchestra and string orchestra, both composed of students and faculty members at the conservatory, perform on the programs. Alexander von Kreisler is the regular conductor and each broadcast generally features a student soloist. The orchestra is heard twice in November, once at its regular Saturday morning time and once in place of the Curtis Institute Orchestra on Monday afternoon.</p>
<p>Salt Lake City Tabernacle Choir 12:30-1:00 p.m. EACH SUNDAY</p>	<p>This world famous choir sings selections of religious music weekly from one of America's greatest auditoriums, the Salt Lake City Tabernacle. Frank Asper, Tabernacle organist, accompanies the choir.</p>
<p>Greenfield Village Chapel 8:45-9:00 a.m. EACH WEDNESDAY</p>	<p>This new Columbia series features the singing of the Greenfield Village Chapel children's choir. The broadcast originates in Greenfield Village and is brought to the network in a remote from WJR, Columbia's station in Detroit.</p>
<p>Stringtime with Walberg Brown 1:35-2:00 p.m. EACH SUNDAY</p>	<p>A string ensemble, under the direction of Walberg Brown, musical director of Columbia's Cleveland station, WGAR, plays classical selections in this Sunday series.</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Continued

<p>Columbia Concert Hall 10:30-11:00 p.m. MONDAY, NOVEMBER 6 AND 27 10:30-11:00 p.m. WEDNESDAY, NOVEMBER 1 AND 15</p>	<p>Columbia Concert Hall features the Columbia Concert Orchestra, under the direction of Howard Barlow, with guest soloists each broadcast. In November the soloists include Suzanne Sten, mezzo-soprano, Daniel E. Court, pianist, and Natalie Bodanya, soprano.</p>
<p>Ohio State University Symphonic Choir 11:05 a.m.-12 noon SATURDAY, NOVEMBER 18</p>	<p>The Ohio State University Symphonic Choir is heard in an all-English program. The choir, which sings under the direction of Louis J. Diercks, includes selections by Gibbons, Puccini, Elgar, Vaughan Williams, and Peter Warlock in its broadcast.</p>
<p>New England Conservatory of Music 11:05 a.m.-12 noon SATURDAY, NOVEMBER 4</p>	<p>The New England Conservatory of Music Orchestra, with Wallace Goodrich conducting, performs Robert Schumann's Overture, Op. 52, as well as selections by Chausson, Saint-Saëns, and Converse in this special broadcast over the Columbia network.</p>
<p>Indianapolis Symphony Orchestra 10:30-11:00 p.m. EACH WEDNESDAY BEGINNING NOVEMBER 22</p>	<p>The Indianapolis Symphony Orchestra opens a series of Wednesday evening broadcasts over the Columbia network on November 22. Fabien Sevitsky conducts the concerts, which originate in the Murat Theatre in Indianapolis.</p>
<p>"So . . . You Think You Know Music"—Ted Cott 2:00-2:30 p.m. EACH SUNDAY</p>	<p>Four volunteers participate in a musical quiz conducted by emcee Ted Cott and judged by Leonard Liebling. The program is heard at a new time, but retains its inquisitorial, audience-participation form.</p>

**EDUCATIONAL
PROGRAMS**

**CBS ADULT
EDUCATION BOARD**

The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman	SPENCER MILLER, JR.
STRINGFELLOW BARR	RUTH RRYAN ROHDE
WILLIAM BENTON	THOMAS V. SMITH
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT
ROBERT L. CANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

Americans at Work

10:30-11:00 p.m.

EACH THURSDAY

Columbia presents authentic and colorful accounts of many of the jobs which make up the intricate web of American industrial life. The November schedule:

NOVEMBER 2: Automobile Dealer
NOVEMBER 9: Interior Decorator
NOVEMBER 16: Aviation Stewardess
NOVEMBER 23: Football Coach
NOVEMBER 30: Cranberry Grower

The People's Platform

7:00-7:30 p.m.

EACH SATURDAY

Lyman Bryson, Chairman of Columbia's Adult Education Board, entertains four Americans at dinner and discusses current problems with them extemporaneously. The schedule for November:

NOVEMBER 4: The Farmer and the War.
NOVEMBER 11: How Can We Educate for Peace?
NOVEMBER 18: Science and the War.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

American School of the Air

9:15-9:45 a.m.

Rebroadcast

3:35-4:00 p.m.

MONDAY THRU FRIDAY

The American School of the Air, now in eleventh year on CBS, is heard regularly 150,000 classrooms all over the country. November schedule:

MONDAYS—*Frontiers of Democracy*

NOVEMBER 6: Health and Air Control.

NOVEMBER 13: The Fight to Go Backward.

NOVEMBER 20: The Machine That Picks Cotton.

NOVEMBER 27: Tomorrow's Power.

TUESDAYS—*Folk Music of America*

NOVEMBER 14: Songs of the Gold Rush Period.

NOVEMBER 21: Forecastle Ballads.

NOVEMBER 28: Lumberjack Songs.

WEDNESDAYS—*New Horizons*

NOVEMBER 1: Spaniards Cross America.

NOVEMBER 8: Seven Cities of Cibola.

NOVEMBER 15: Men Against the Rivers.

NOVEMBER 22: Land of the Cod.

NOVEMBER 29: Canada Joins the Map.

THURSDAYS—*Tales from Far and Near*

NOVEMBER 2: Pyle—"The Merry Adventure of Robin Hood."

NOVEMBER 9: Berry—"One-String Fiddle."

NOVEMBER 16: Seredy—"The White Stag."

NOVEMBER 30: James—"Look-See with Uncle Bill."

FRIDAYS—*This Living World*

NOVEMBER 3: Public Relief.

NOVEMBER 10: Protecting the Nation's Health.

NOVEMBER 17: Social Security.

**EDUCATIONAL
PROGRAMS**

PROGRAMS AND TIME	DESCRIPTION
<p>What's Art to Me? 6:30-6:45 p.m. EACH SATURDAY</p>	<p>Columbia joins with the Museum of Modern Art in presenting this unusual program of drama, talks and interviews about contemporary art. Holger Cahill, an authority on American art, serves as master of ceremonies and interviews prominent guests.</p>
<p>Adventures in Science 4:30-4:45 p.m. EACH MONDAY</p>	<p>Watson Davis interviews prominent scientists on these programs, planned in conjunction with Science Service, Incorporated.</p> <p>NOVEMBER 6: Dean Joseph Barker, School of Engineering, Columbia University.</p> <p>NOVEMBER 13: Dr. W. Lee Lewis, director, department of scientific research, Institute of Meat Packers, Chicago, formerly professor and head of department of chemistry, Northwestern University.</p> <p>NOVEMBER 20: Mr. E. O. Whittier, research chemist, Bureau of Dairy Industry, United States Department of Agriculture.</p> <p>NOVEMBER 27: Dr. Fritz Zwicky, California Institute of Technology.</p>
<p>What Price America? 1:00-1:30 p.m. EACH SATURDAY</p>	<p>This series of thirteen documentary programs, prepared by CBS and the Department of the Interior, dramatizes America's effort to conserve her natural resources.</p>
<p>Democracy in Action 2:00-2:30 p.m. EACH SUNDAY</p>	<p>This series, presented by CBS in cooperation with the United States Office of Education, and recently lauded by Secretary of State Cordell Hull for its thoughtful attention to vital national problems, describes the working of American government.</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

<p>Highways to Health 4:30-4:45 p.m. EACH WEDNESDAY</p>	<p>The New York Academy of Medicine arranges these instructive talks for laymen. Dr. I. Galdston is in charge. The November schedule:</p> <p>NOVEMBER 1: Dr. Raymond P. Sullivan, attending surgeon, St. Vincent's Hospital: "Consider Cancer."</p> <p>NOVEMBER 8: Dr. John C. A. Gerster, chairman, New York City Cancer Committee: "What Do You Think of Cancer Education?"</p> <p>NOVEMBER 15: Dr. Roy Upham, chief, department of gastroenterology, Flower Fifth Avenue Hospital: "Desirable and Damaging Diets."</p> <p>NOVEMBER 22: Dr. Francis W. Shine, senior surgeon, New York Eye and Ear Infirmary: "Ophthalmologist, Oculist, Optometrist and Optician."</p>
<p>Men Behind the Stars 4:30-4:45 p.m. EACH FRIDAY</p>	<p>The discoveries of astronomers throughout the ages are dramatized in this series, presented by Professor William H. Barton, Jr., of the Hayden Planetarium, and Hans Christian Adams, director of the American Museum of Natural History. November's programs include stories of the Peacock, the Triangle, the Centaur, and the Serpent.</p>
<p>"Bull Session" 10:00-10:30 a.m. EACH SATURDAY</p>	<p>Students at a group of mid-western universities hold extemporaneous, informal discussions on important social and political problems.</p>
<p>Of Men and Books 4:30-4:45 p.m. EACH TUESDAY</p>	<p>Professor John T. Frederick of the Medical School of Journalism, Northwestern University, continues to review current books.</p>

**DRAMATIC
SERIES**

Columbia Workshop

10:00-10:30 p.m.

THURSDAY, NOV. 2, 16, 23 AND 30

Its anniversary festival completed, the Columbia Workshop is in its fourth year of presenting unusual radio dramas, employing the latest broadcasting techniques in experiments to widen the scope of radio art. The Workshop continues to present original radio plays and radio operas as well as dramatizations of well-known books. The schedule for November:

NOVEMBER 2: "Blennerhassett," a radio opera composed by Vittorio Giannini, libretto by Philip Roll, under musical direction of Howard Barlow, and produced by George Zachary.

NOVEMBER 16: "A Letter from Above," an original radio play by Florence and Ben Vine, directed by Earle McGill.

NOVEMBER 23: "A Circular Tour," an original radio play by Eustace Wyatt, directed by Earle McGill.

NOVEMBER 30: "The Wonderful Day," an original radio play by Frank Gould.

Ellery Queen

10:00-11:00 p.m.

EACH SUNDAY

8:00-8:55 p.m.

BROADCAST TO WEST

The adventures of Ellery Queen and his copper-haired assistant Nikki are dramatized before a jury of four guest "armchair detectives," drawn from the studio audience, who try to decide the identity of the culprit before the true solution is enacted. George Zachary is director and producer. "The Adventure of the Picture Puzzle" is scheduled for November 5.

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAM TITLE	DESCRIPTION
<p>Carnegie Endowment Armistice Day Program 12:15-1:00 p.m. SATURDAY, NOVEMBER 11</p>	<p>Broadcasts from New York, Washington, de Janeiro, Panama City, and Havana feature this singular program on the occasion of the twenty-first anniversary of the Armistice. Nicholas Murray Butler, director of Carnegie Endowment for International Peace, speaks from New York and is followed by Oswaldo Aranha, Foreign Minister of Brazil from Rio de Janeiro; Hu Shih, Chinese Ambassador, and Gabriel Turbay, Colombian Ambassador, from Washington; Juan Demostenes Orosemena, President of Panama, from Panama City; and Judge Antonio Sanchez Bustamante y Siven, member of the Permanent Court of International Justice at the Hague, from Havana.</p>
<p>Dr. Harry F. Ward 7:30-8:00 p.m. SATURDAY, NOVEMBER 4</p>	<p>Dr. Harry F. Ward, chairman of the American League for Peace and Democracy, replies to Representative Martin Dies' charges that the League is Communist-controlled in a special address over the Columbia network.</p>
<p>Louis Johnson 10:00-10:30 p.m. THURSDAY, NOVEMBER 9</p>	<p>Louis Johnson, assistant secretary of war, addresses the New York Southern Society in "Peace in the Western Hemisphere." This special Columbia broadcast originates at the Waldorf-Astoria Hotel in New York.</p>
<p>Edgar L. Bill 1:45-2:00 p.m. SUNDAY, NOVEMBER 5</p>	<p>Edgar L. Bill of the National Association of Broadcasters, chairman of the committee which promulgated the NAB Code, defends the ruling in a speech entitled: "The Code Means Fair Play to All."</p>

SPECIAL EVENTS

EVENT AND TIME	DESCRIPTION
<p>American Red Cross Roll Call 10:30-11:30 p.m. SATURDAY, NOVEMBER 11</p>	<p>President Franklin D. Roosevelt joins a number of outstanding radio stars in the annual Roll Call of the American Red Cross. The President's address from Washington launches the program, after he is presented by Norman H. Davis, chairman of the American Red Cross. His remarks are followed by a top-flight entertainment program from New York, Hollywood, and Detroit, featuring Paul Whiteman, Fred Allen, Clifton Fadiman, Ben Bernie, Edgar Bergen and Charlie McCarthy, Connie Boswell, and John Charles Thomas.</p>
<p>Football—Ted Husing 1:45-5:00 p.m. EACH SATURDAY</p>	<p>Columbia's schedule of football broadcasts is flexibly adapted to developments in the 1939 gridiron campaign. Each week Ted Husing presents a lucid, play-by-play account of one of the most important contests of the day. A broadcast of the nationally interesting Army-Notre Dame tussle is slated for November 4 (starting at 1:15 p.m.). On the following Saturday, Husing, assisted by Jimmy Dolan, describes Army's crucial contest with Harvard at the Cantabs' stadium in Cambridge, Mass.</p>
<p>Girl Scout Week Celebration 4:00-4:30 p.m. FRIDAY, NOVEMBER 3</p>	<p>The history of girl scouting in music and in narrative is presented by the Columbia Broadcasting System in cooperation with national Girl Scout headquarters. Paul Whiteman, dean of American orchestra leaders, conducts the orchestra in the program's musical portion which features CBS tenor Lanny Ross. Edith Meiser, popular radio script-writer, presides and Mrs. Theodore Roosevelt, Jr., is the principal speaker.</p>

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The *Church of the Air* is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. Services are conducted by representatives of the major faiths and the speakers include clergymen from every section of the United States. The schedule for November:

NOVEMBER 5: *Morning*—Rt. Rev. Henry George Tucker, Bishop of Virginia and Presiding Bishop of the Episcopal Church in the United States, Richmond, Virginia.

Afternoon—Rev. Dr. Maurice S. Sheehy, Ph.D., head of the department of religious education in the Catholic University of America, Washington, D. C.

NOVEMBER 12: *Morning*—Rev. David McKelvey Jr., D.D., Asylum Hill Congregational Church, Hartford, Connecticut.

Afternoon—Rev. Joseph R. Sizoo, Collegiate Church of St. Nicholas, New York City (Dutch Reformed).

NOVEMBER 19: *Morning*—Dean Earl B. Mott, Boston University School of Theology, Boston, Massachusetts (Methodist).

Afternoon—Catholic Program.

NOVEMBER 26: *Morning*—Rev. R. J. Bateman, First Baptist Church, Memphis, Tennessee.

Afternoon—Disciples of Christ program.

**RELIGIOUS
BROADCASTS**

Wings Over Jordan

9:30-10:00 a.m.

EACH SUNDAY

This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty-five voices.

NOVEMBER 5: Rev. T. J. King, pastor, Ebenezer Baptist Church, Pittsburgh, Pa.

NOVEMBER 12: Campbell C. Johnson, executive secretary, Twelfth St. Y.M.C.A., Washington, D. C.

NOVEMBER 19: Rev. Grant Reynolds, president, Cleveland branch of the National Association for the Advancement of Colored People, Cleveland, Ohio.

NOVEMBER 26: Dr. L. K. Downing, dean, School of Architecture and Engineering, Howard University, Washington, D. C.

**CHILDREN'S
PROGRAMS**

"March of Games"

10:30-11:00 a.m.

EACH SUNDAY

Children who like asking questions and children who prefer answering them both receive opportunity in this CBS series. Puzzlers submitted by young listeners are posed to four equally youthful contestants. Arthur Ross is schoolboy master of ceremonies and Sybil Trent "Miss Drum Major" of the program.

"Let's Pretend"

12:30-1:00 p.m.

EACH SATURDAY

The world's greatest fairy tales and original fantasies are dramatized for radio by Nila Mack and presented by a cast of child actors.

"So You Want To Be—"

4:30-4:45 p.m.

EACH THURSDAY

Successful persons in various professions are interviewed by a group of youngsters eager to follow in their footsteps. The program is presented by CBS in cooperation with *Young America* magazine.

CBS SUSTAINING PROGRAMS

PERSONALITIES

PROGRAM AND TIME	DESCRIPTION
<p>"Uncle Jonathan" 3:35-3:45 p.m. MONDAY THRU FRIDAY</p>	<p>Uncle Jonathan, editor and publisher of the Bottsville Bugle, the world's only cellophane newspaper (so you can see through it), is brought to Columbia listeners specially from BBNF, mythical key station of the equal opportunity mythical Alfalfa Network.</p>
<p>Major Bowes' Capitol Family 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Capitol Family presents a spirited musical program each Sunday morning. The family includes the three Dalton Brothers: Nicholas Cosentino, tenor; Charles Magan, accordionist; Sam Herman, xylophonist; and Waldo Mayo's orchestra.</p>
<p>Richard Maxwell 9:00-9:15 a.m. EACH SATURDAY 3:45-4:00 p.m. MONDAY THRU FRIDAY</p>	<p>Richard Maxwell continues to present his program of hymns, inspirational songs and home philosophy each week. In addition to his regular Monday-thru-Friday afternoon program, he is heard on Saturday morning in a broadcast which retains the same program form.</p>
<p>Outdoors with Bob Edge 9:15-9:30 a.m. EACH SUNDAY</p>	<p>Bob Edge, Columbia's hunting and fishing expert, recounts interesting anecdotes and furnishes useful information to sporting enthusiasts in this informal weekly program.</p>
<p>Al Bernard's Minstrels 4:00-4:30 p.m. EACH FRIDAY</p>	<p>Al Bernard joins with the Four Clubmen and Larry Elliot in presenting an old-time minstrel show each Friday afternoon. The show includes comic dialogue and old-time musical favorites.</p>

LIGHT MUSIC

Syncopation Piece

10:00-10:30 p.m.

EACH TUESDAY

Ben Feld and his orchestra join male and female vocalists and harmony groups in presenting this half-hour of light music from the studios of KMOX in St. Louis. Harry Cool is one of the featured soloists.

CBS Vocalists

VARIOUS HOURS

MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:

Judith Arlen

Michael Loring

Hubert Hendrie

Genevieve Rowe

**Deep River Boys,
Four Clubmen**

VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each has a distinctive vocal style and continues to be a network favorite.

Dance Orchestras

VARIOUS HOURS

MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for November:

Louis Armstrong

Sammy Kaye

Mitchell Ayres

Wayne King

Bob Chester

Enoch Light

Bernie Cummins

Ozzie Nelson

Eddie Duchin

Leighton Noble

Duke Ellington

Bobby Peters

Benny Goodman

Louis Prima

Everett Hoagland

Tommy Reynolds

Al Kavelin

Tommy Tucker

Paul Whiteman

CBS SUSTAINING PROGRAMS (SHORT WAVE)

SPECIAL CBS BROADCASTS TO EUROPE

CBS SHORT WAVE BROADCAST SCHEDULE TO EUROPE AND SOUTH AMERICA

Columbia's schedule of programs to Europe and South America, over short wave station WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners, as well as selected programs heard regularly over the network.

News Broadcasts

1:30-1:45 p.m.

5:00-5:50 p.m.

5:50-6:00 p.m.

MONDAY THRU FRIDAY

11:00 a.m.-12 noon

SATURDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available on the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange prices and closing prices.

Hollywood News

MONDAY, 2:30-2:45 p.m.

TUESDAY, 8:15-8:30 p.m.

THURSDAY, 7:45-8:00 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once a week in English, Spanish, and Portuguese respectively. Information for the program is furnished by all Motion Picture Production Companies, and includes advance reports of forthcoming releases and general news of the industry.

SPECIAL CBS BROADCASTS TO SOUTH AMERICA

News in Spanish

6:45-7:00 p.m.

MONDAY THRU SUNDAY

This program of world-wide news events is broadcast in Spanish, Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, and Saturday and Sunday by Americo Lugo-Romero.

News in Portuguese

7:15-7:30 p.m.

MONDAY THRU FRIDAY

Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.

**TYPICAL CBS
PROGRAMS TO
EUROPE AND
SOUTH AMERICA**

<p>Carmen Castelo's Broadway Column in Spanish FRIDAY, 7:30-7:45 p.m.</p>	<p>The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.</p>
<p>Women's Program in Spanish 9:30-9:45 p.m. EACH TUESDAY AND THURSDAY</p>	<p>Presented under the auspices of the Human Relations Committee of the National Council of Women of the United States, this series features news of special interest to the women of Latin and South America.</p>
<p>Cultural News in Spanish 8:15-8:30 p.m. EACH WEDNESDAY</p>	<p>Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.</p>
<p>New York Philharmonic-Symphony Orchestra SUNDAY, AT 3:00 p.m.</p>	<p>The regular Sunday afternoon concerts by the New York Philharmonic-Symphony from Carnegie Hall are broadcast in full to South America and to Europe.</p>
<p>Other Program Highlights VARIOUS HOURS MONDAY THRU SUNDAY</p>	<p><i>To Europe:</i> SUNDAYS: Democracy in Action; MONDAYS: American School of the Air, Adventures in Science, Americans at Work (recorded rebroadcast); WEDNESDAYS: Bob Crosby's Orchestra (recorded rebroadcast). <i>To South America:</i> DAILY: Elmer Davis and European News Broadcasts; MONDAY THRU FRIDAY: H. V. Kaltenborn; SUNDAYS: Sunday Evening Hour; MONDAYS: Columbia Concert Hall; WEDNESDAYS: Columbia Concert Hall, Burns and Allen, Star Theatre; THURSDAYS: Kate Smith Hour; SATURDAYS: Your Hit Parade.</p>

OCTOBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of October programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS: NEUTRALITY

A significant part of Columbia's public affairs schedule in October was devoted to addresses presenting both sides of the controversial neutrality issue, now before Congress. The series has been especially cogent, because many of the speakers are members of Congress, actually and directly engaged in shaping American policy. The broadcasts have been evenly divided between addresses in support of the present neutrality act and addresses urging the revisions proposed by President Roosevelt.

OCTOBER 3: Senator Rush Holt (D) of West Virginia, 10:45-11 p.m.

OCTOBER 4: Reverend Maurice S. Sheehy, Catholic University of America, 10-10:15 p.m.

OCTOBER 4: Senator Charles W. Tobey (R) of New Hampshire, 10:15-10:30 p.m.

OCTOBER 5: Senator Prentiss Brown (D) of Michigan, 7:15-7:30 p.m.

OCTOBER 5: Henry L. Stimson, Secretary of State during the Hoover administration, 10-10:30 p.m.

OCTOBER 7: Senator Robert F. Wagner (D) of New York, 10:30-10:45 p.m.

OCTOBER 7: Reverend Edward Lodge Curran, national director, Anti-War Crusade of the International Catholic Truth Society, 10:45-11 p.m.

OCTOBER 12: Senator Scott Lucas (D) of Illinois, 7:15-7:30 p.m.

OCTOBER 14: Senator Ernest Lundeen (Farmer-Laborite) of Minnesota, 10:30-10:45 p.m.

OCTOBER 14: Norman Thomas, Socialist candidate for the Presidency in 1936, 10:45-11 p.m.

OCTOBER 15: William Allen White, editor of the Emporia Gazette, 1:40-2 p.m.

OCTOBER 17: Senator Alexander Wiley (R) of Wisconsin, 10:30-10:45 p.m.

OCTOBER 17: Senator Josh Lee (D) of Oklahoma, 10:45-11 p.m.

OCTOBER 24: Monsignor John A. Ryan, dean of faculty of sacred sciences, Catholic University of America, 10:45-11 p.m.

OCTOBER 26: Senator Robert R. Reynolds (D) of North Carolina, 6:15-6:30 p.m.

OTHER PUBLIC AFFAIRS

OCTOBER 3: Sumner Welles, Under Secretary of State, was heard over CBS in a special broadcast from Panama City, 6:15-6:30 p.m.

OCTOBER 7: Matthew Woll, executive vice-president of the American Federation of Labor, speaking from that organization's convention in Cincinnati, described labor's role in defending democracy, 5:15-5:30 p.m.

OCTOBER 8: Dr. Edward D. Lucas, vice-president of Forman Christian College in Punjab, now in the United States on furlough, analyzed India's critical position in the present war, 1:40-2 p.m.

OCTOBER 10: Premier Edouard Daladier of France was heard in an address to the French people on the progress of the European war, 2-2:20 p.m.

OCTOBER 10: Secretary of Labor Frances Perkins delivered her annual report to President Roosevelt in unique form over the Columbia network, as she read sections of it in answer to the questions of six Washington newspaper correspondents. The interview was conducted exactly as the regular press conferences in the capital, 10:30-11 p.m.

OCTOBER 11: Senator Rush D. Holt (D) of West Virginia and Representative Francis H. Case (R) of South Dakota were heard in the featured addresses at the Citizens' National Keep-America-Out-Of-War Mass Meeting at Carnegie Hall, 10:30-11 p.m.

OCTOBER 12: Representative Wilburn Cartwright (D) of Oklahoma, member of the House Committee on Roads, discussed "The Development of Public Roads" in a special address over the Columbia network, 4:45-5 p.m.

OCTOBER 26: President Franklin D. Roosevelt delivered the concluding address of the New York Herald Tribune's ninth annual Forum on Current Problems. The President's talk was on the general theme of the conclave, "The Challenge to Civilization," 11-11:15 p.m.

OCTOBER 27: Charles Edison, Assistant Secretary of the Navy, was heard in a Navy Day address from Washington, 6:15-6:30 p.m.

OCTOBER 28: Representative Martin Dies (D) of Texas summarized testimony recently uncovered by his House committee investigating un-American activities, particularly with regard to Nazi and Communist elements in the United States, 10:30-11 p.m.

SPECIAL EVENTS

OCTOBER 2: A special memorial program in honor of the late George Cardinal Mundelein was heard over the Columbia network from Chicago, 3-3:15 p.m.

OCTOBER 4: Mrs. Mary Beard, author-historian and national director of the Red Cross Nursing Service, spoke over CBS on Red Cross Nurse's Day from the rostrum at the World's Fair Temple of Religion, 2:45-3 p.m.

OCTOBER 7: The University of Alabama Glee Club broadcast a choral preface to the Alabama-Fordham football game, 10:45-11 p.m.

OCTOBER 7, 21 AND 28: Ted Husing presented graphic, play-by-play descriptions of three major football contests, all scheduled from week to week in the light of latest developments in the 1939 gridiron campaign. On October 7, Husing moved his microphone to Evanston, Illinois, to describe the North-western-Oklahoma tussle (2:45-5:30 p.m.); on October 21, he was in Knoxville, describing the Tennessee-Alabama encounter (2:45-5:30 p.m.); and on October 28, he concluded his schedule for the month with an eye-witness account of the crucial Ohio State-Cornell battle in Columbus (1:45-4:30 p.m.).

OCTOBER 11: General Hugh S. Johnson, noted columnist, delivered an address com-

memorating the fiftieth anniversary of the Y.M.C.A. World Service. His topic was "Youth in a Warring World," 4:45-5 p.m.

OCTOBER 12: In his first public address since recent appointment as Librarian of Congress, Archibald MacLeish spoke over CBS on "Culture in the Americas," 3:45-4 p.m.

OCTOBER 13: Gipsy Smith, world-famous English evangelist, spoke under auspices of the Greater New York Federation of Churches, 4:45-5 p.m.

OCTOBER 14: CBS reporter Mel Allen described new trends in motordom in a preview of the 1940 automobile show, which opened in Grand Central Palace in New York on the following day, 10:45-11 a.m.

OCTOBER 15: The 161-year-old history of Hawaii was traced in music over the Columbia network in a broadcast of the Sixth World Concert from Honolulu. Columbia's two international stations, WCBX in New York and WCAB in Philadelphia, short-waved the program to Europe and South America, 11-11:30 a.m.

OCTOBER 22: Neville Miller, president of the National Association of Broadcasters, discussed the Association's new ruling forbidding sale of radio time for controversial broadcasts. His address was entitled "The

Code Preserves Free Speech," 1:35-2 p.m.

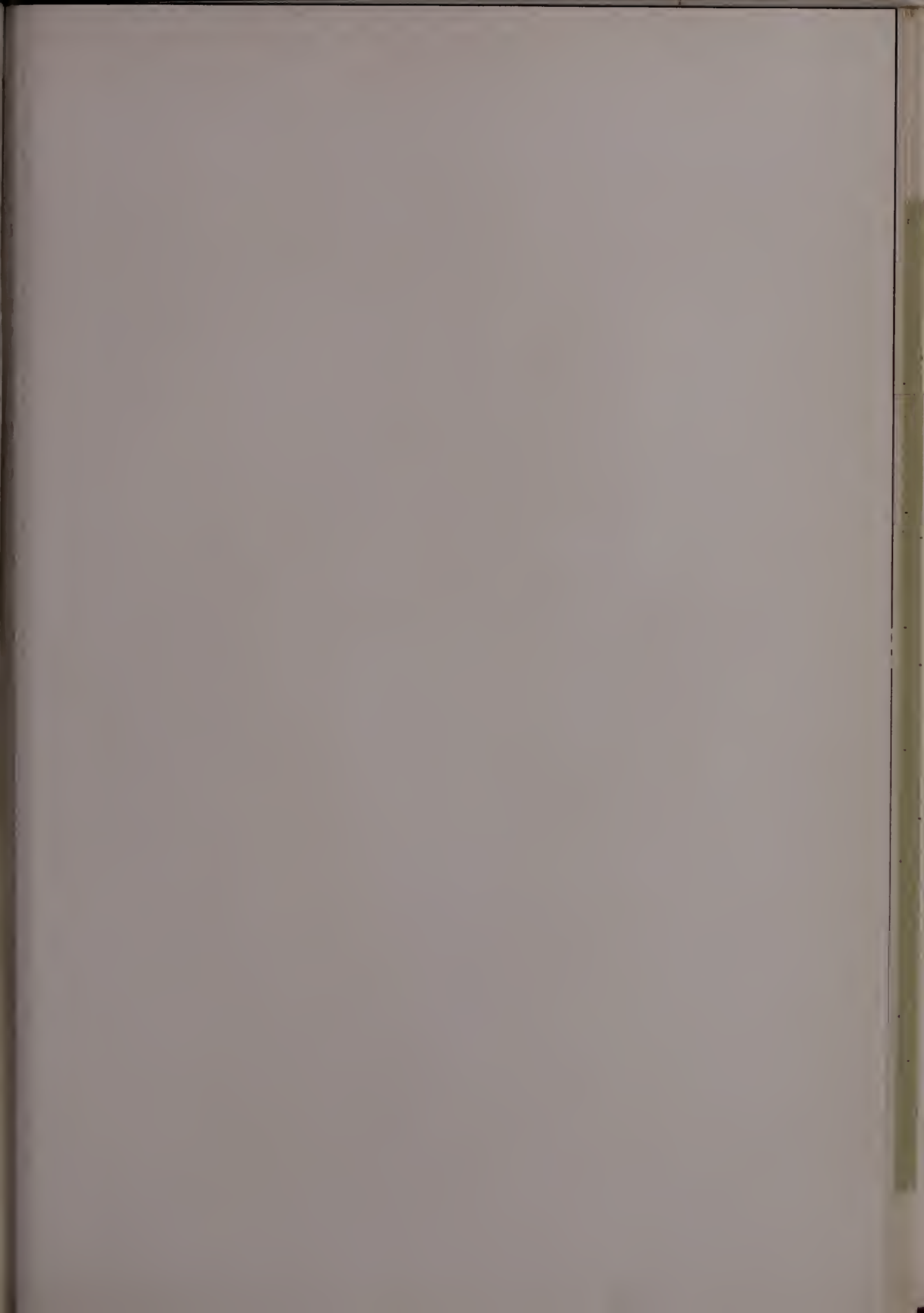
OCTOBER 26: James Lawrence Fly, chairman of the Federal Communications Commission, discussed "The Progress of Communications," in his first radio address since his appointment on September 1, 10-10:30 p.m.

OCTOBER 27: Six hundred singers from high schools in Indiana participated in a recital of the Indiana State Choral Association from Indianapolis, 4-4:30 p.m.

OCTOBER 28: The eclipse of the moon, visible throughout America, was described for the Columbia audience at its maximum of 99.2 per cent totality by Wagner Schlesinger, director of Fels Planetarium, and Dr. Roy T. Marshall, associate director. The broadcast was made from the observatory of the Franklin Institute in Philadelphia, 1:30-1:40 a.m.

OCTOBER 29: David Lawrence, noted columnist, delivered a speech entitled, "Freedom for the Thoughts We Hate," in answer to Neville Miller's address of a week earlier, explaining the National Association of Broadcasters code, 1:35-2 p.m.

OCTOBER 31: Representative Forest A. Harness (R) of Indiana discussed reciprocal trade policies in a special address over the Columbia network. His talk was entitled, "Reciprocal Trade Follies," 10:45-11 p.m.



THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Avenue, New York • 132 Tremont Street, Boston
1622 Chestnut Street, Philadelphia • 410 North Michigan Avenue, Chicago • 902 Fisher Building,
Detroit • Mart Building, St. Louis • Hotel Alms, Cincinnati • 625 Second Avenue, South,
Minneapolis • Wilder Building, Charlotte, N. C. • 817 Earle Building, Washington • Columbia
Square, Hollywood • Palace Hotel, San Francisco • 14 Langham Place, W. 1, London

CBS PROGRAM BOOK • DECEMBER, 1939



THE PURSUIT OF HAPPINESS: Charles Laughton,
Burgess Meredith, Mark Warnow's orchestra (see page 36)



DECEMBER, 1939

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 29

WABC SPONSORED PROGRAMS: pp. 29 to 32

CBS SUSTAINING PROGRAMS: pp. 33 to 52

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

INDEX: COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:
Plymouth, Dodge, DeSoto,
Chrysler motor cars Page 7

FORD MOTOR COMPANY:
Ford, Lincoln, Lincoln Zephyr,
Mercury Page 11

● CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes,
Half & Half Smoking Tobacco . . . Page 3

AXTON-FISHER TOBACCO COMPANY:
Twenty Grand Cigarettes Page 27

BROWN & WILLIAMSON TOBACCO CORP.:
Raleigh Cigarettes Page 5

LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes Page 19

PENN TOBACCO COMPANY:
"Kentucky Club" Pipe Tobacco . . . Page 19

PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes Page 21

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
Prince Albert Tobacco Pages 23, 25

STEPHANO BROTHERS:
"Marvels" Cigarettes Page 27

U. S. TOBACCO COMPANY:
Dill's Best, Model Tobacco Page 25

● CONFECTIONERY

WM. WRIGLEY JR. COMPANY:
Wrigley's Doublemint Gum,
Wrigley's Spearmint Gum Pages 25, 27

● DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics,
Louis Philippe Page 3

ANACIN COMPANY:
Anacin Page 3

BATHASWEET CORPORATION:
Bathasweet Products Page 27

BAYER COMPANY:
Bayer Aspirin Page 3

CAMPANA SALES COMPANY:
Italian Balm, Dreskin,
Coolies, D.D.D. Page 5

CHAMBERLAIN LABORATORIES, INC.:
Chamberlain Lotion Page 29

CHESEBROUGH MANUFACTURING COMPANY:
Vaseline Preparations Page 7

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
Colgate Dental Cream,
Palmolive Shave Cream,
Palmolive Brushless Shave,
Cue Liquid Dentifrice Page 7

Cashmere Bouquet Products,
Halo, Palmolive Soap,
Colgate Tooth Powder Page 9

COTY, INC.:
Perfume, Cosmetics Page 11

KOLYNOS COMPANY:
Kolynos Toothpaste Page 15

LADY ESTHER COMPANY:
Cosmetics Page 15

THE LAMBERT COMPANY:
Listerine Products,
Prophylactic Brushes Page 17

LEHN & FINK PRODUCTS CORP.:
Hind's Honey & Almond Cream . . . Page 17

LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lifebuoy, Lux Toilet Soap Pages 17, 19

MENNEN COMPANY:
Mennen Shave Products Page 27

NOXZEMA CHEMICAL COMPANY:
Noxzema Greaseless Cream Page 19

THE PROCTER & GAMBLE COMPANY:
(See also Laundry Soaps; Foods)
Teel, Drene, Ivory Pages 21, 23

● FOODS & BEVERAGES

BOWEY'S, INC.:
Dari-Rich Products Page 5

CALIFORNIA FRUIT GROWERS EXCHANGE:
Sunkist Oranges, Lemons Page 5

CAMPBELL'S SOUP COMPANY:

Campbell's Soups, Beans, and Tomato Juice . . . Pages 5, 7
Franco-American Spaghetti . . . Page 7

CONTINENTAL BAKING COMPANY, INC.:

Wonder Bread, Hostess Cake . . . Page 9

CORN PRODUCTS SALES CO.:

(See also Laundry Soaps)
Kre-Mel Dessert Page 11

GENERAL FOODS CORPORATION:

(See also Laundry Soaps)
Grape Nuts Page 13
Sanka, Diamond Crystal Salt, Calumet Baking Powder, Swansdown Cake Flour, Minute Tapioca, Postum . . . Page 13

GENERAL MILLS, INC.:

Wheaties, Corn Kix Pages 13, 15
Wheaties, Gold Medal Flour Pages 27, 29

HAWAIIAN PINEAPPLE COMPANY:

"Dole" Pineapple Juice, Gems . . . Page 15

GEO. A. HORMEL & COMPANY:

Spam Page 15

LEVER BROTHERS COMPANY:

(See also Drugs; Laundry Soaps)
Spry Page 19

PET MILK SALES CORPORATION:

Pet Evaporated Milk Page 21

THE PROCTER & GAMBLE COMPANY:

(See also Toilet Goods; Laundry Soaps)
Crisco Page 21

PURITY BAKERIES SERVICE CORP.:

Taystee Bread Page 23

SEALTEST, INC.:

Sealtest System Page 25

STERLING PRODUCTS, INC.:

Ironized Yeast Page 25

LAUNDRY SOAPS & ACCESSORIES

COLGATE-PALMOLIVE-PEET COMPANY:

(See also Toilet Goods)
Concentrated Super Suds Page 9
Octagon Products Page 29

CORN PRODUCTS SALES CO.:

(See also Foods)
Linit Page 11

THE CUDAHY PACKING COMPANY:

Old Dutch Cleanser Page 11

FELS & COMPANY:

Fels Naptha Soap Page 11

GENERAL FOODS CORPORATION:

(See also Foods)
La France, Satina Page 13

LEVER BROTHERS COMPANY:

(See also Drugs; Foods)
Rinso Page 17
Lux Flakes Page 19

THE PROCTER & GAMBLE COMPANY:

(See also Toilet Goods; Foods)
Ivory, Oxydol, Chipso Pages 21, 23

LUBRICANTS

AMERICAN OIL COMPANY:

Amoco-Gas, Orange American Gas Page 3

ATLANTIC REFINING COMPANY:

Atlantie White Flash Gasoline, Atlantic Motor Oil Page 29

ETHYL GASOLINE CORPORATION:

"Ethyl" Gasoline Page 11

GULF OIL CORPORATION:

Motor Oil and Gas Page 15

THE PURE OIL COMPANY:

Petroleum Products Page 23

RIO GRANDE OIL, INC.:

Petroleum Products Page 27

TEXAS COMPANY:

Texaco Products Page 25

TIDEWATER ASSOCIATED OIL CO.:

"Flying A" Gasoline Page 27

UNION OIL COMPANY:

Union 76 Gasoline, Triton Motor Oil Page 27

MISCELLANEOUS

COLUMBIA RECORDING CORPORATION:

Columbia Records Page 9

INTERNATIONAL SILVER COMPANY:

International Sterling and 1847 Rogers Bros. Silverplate . . . Page 15

PERSONAL FINANCE COMPANY:

Personal Loan Service Page 19

PRI'DENTIAL INSURANCE COMPANY

OF AMERICA:

Insurance Services Page 23

All time listed on the following pages is current New York time unless otherwise indicated.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cosmetics Louis Philippe
AMERICAN OIL COMPANY	Amoco-Gas Orange American Gas
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobacco
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin

PROGRAM	TIME	AGENCY	ON CBS*
The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m. 33 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	312 Weeks
The Human Side of the News, Edwin C. Hill <i>News</i>	Mon. thru Fri. 6:05-6:15 p.m. 42 CBS stations ORIGINATES: WABC	The Joseph Katz Company	69 Weeks
Our Hit Parade Mark Warnow's Orchestra, Perry Wood, Bea Wain, Hit Traders Chorus <i>Popular music and vocalists</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 68 CBS stations ORIGINATES: WABC	Lord & Thomas	187 Weeks
Men Bernie and All the Lads Keith Lew Lehr, Buddy Clark, Gary Small, Manny Prager and the Bailey Sisters <i>Music and comedy</i>	Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 53 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	
Mr Gal, Sunday <i>Serial drama</i> (see also KOLYNOS COMPANY)	Wed., Thurs., Fri. 12:45-1:00 p.m. 33 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	148 Weeks
Second Husband With Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i>	Tuesday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	368 Weeks

*The figures indicate the total number of weeks
 in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
BOWEY'S, INC.	Dari-Rich Products
BROWN & WILLIAMSON TOBACCO CORPORATION	Raleigh Cigarettes
CALIFORNIA FRUIT GROWERS EXCHANGE	Sunkist Oranges Sunkist Lemons
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice

PROGRAM	TIME	AGENCY	ON CBS*
News and Rhythm with Todd Hunter, reporter; Dave Keenan, instrumentalist, and Carl Bohengarten's Orchestra <i>Talk and music</i>	Sunday 11:05-11:30 a.m. <i>Rebroadcast</i> 2:30-2:55 p.m. 33 CBS stations ORIGINATES: WBBM	Sorensen & Company	26 Weeks
Paul Sullivan Reviews Weekend News <i>News</i>	Sun. thru Fri 11:00-11:15 p.m. <i>Rebroadcasts</i> 12:00-12:15 a.m. 1:00-1:15 a.m. 38 CBS stations ORIGINATES: WHAS	Batten, Barton, Durstine & Osborn, Inc.	31 Weeks
Frank Sinatra Presents Hedda Hopper's Hollywood <i>Film news and interviews</i>	Mon., Wed., Fri. 6:15-6:30 p.m. 28 CBS stations ORIGINATES: KNX	Lord & Thomas	30 Weeks
Best Nighter with Barbara Luddy and Charles Tremayne <i>Drama at the "Little Theatre off Times Square"</i>	Friday 9:30-10:00 p.m. 52 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	96 Weeks
Ward Wheelock Playhouse with John Welles, director, and best stars <i>Drama</i>	Sunday 8:00-8:55 p.m. <i>Rebroadcast</i> 10:00-11:00 p.m. 70 CBS stations 14 CBC stations ORIGINATES: KNX	Ward Wheelock Company	260 Weeks
How 'n' Andy <i>Serial comedy-drama</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 58 CBS stations ORIGINATES: KNX		

*The figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
CAMPBELL SOUP COMPANY <i>Continued</i>	Campbell's Soups Franco-American Spaghetti
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED	Vaseline Preparations
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave Cue Liquid Dentifrice

PROGRAM	TIME	AGENCY	ON CBS*
Brenda Curtis <i>Dramatic serial</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 2:30-2:45 p.m. 58 CBS stations ORIGINATES: WABC	Ward Wheelock Company	260 Weeks
Lanny Ross <i>Songs</i>	Mon., Wed., Fri. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 52 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	
Dr. Christian with Jean Hersholt <i>Drama</i>	Wednesday 10:00-10:30 p.m. 61 CBS stations ORIGINATES: WABC	McCann-Erickson, Inc.	55 Weeks
Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	195 Weeks
Colgate Ask-It Basket with Jim McWilliams <i>Variety quiz program</i>	Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 62 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	198 Weeks
Strange As It Seems <i>Dramatizations of unusual facts</i>	Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 54 CBS stations ORIGINATES: WABC		
King Busters <i>Police-file dramatizations</i>	Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 63 CBS stations ORIGINATES: WABC		

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i>	Cashmere Bouquet Products Halo Concentrated Super Suds Palmolive Soap Colgate Tooth Powder
COLUMBIA RECORDING CORPORATION	Columbia Records
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake Wonder Bread

PROGRAM	TIME	AGENCY	ON CBS*
Wayne King's Orchestra with Buddy Clark, baritone <i>Popular music</i>	Saturday 8:30-8:55 p.m. 65 CBS stations 29 CBC stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc. Lord & Thomas, Toronto	198 Weeks
Myrt and Marge <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 77 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	
Hilltop House starring Bess Johnson <i>Serial drama</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. 77 CBS stations ORIGINATES: WABC		
Stepmother <i>Serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. 29 CBS stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	
Young Man With A Band Guest orchestra, with Dan Seymour, MC <i>Music and comments</i>	Friday 10:30-11:00 p.m. 31 CBS stations ORIGINATES: WABC	No Agency (CBS Subsidiary)	10 Weeks
Pretty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 45 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	245 Weeks
Key Blazers with Col. Roscoe Turner, MC <i>Dramatizations</i> (beginning December 9)	Saturday 7:30-8:00 p.m. 48 CBS stations ORIGINATES: WABC		

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
CORN PRODUCTS SALES COMPANY	Kre-Mel Dessert Linit
COTY, INC.	Perfumes Cosmetics
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
ETHYL GASOLINE CORPORATION	"Ethyl" Gasoline
FELS & COMPANY	Fels Naptha Soap
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury

PROGRAM	TIME	AGENCY	ON CBS*
Society Girl <i>Dramatic serial</i>	Mon. thru Fri. 3:15-3:30 p.m. 46 CBS stations ORIGINATES: WABC	Hellwig-Miller Company	257 Weeks
Marcelle Denya, Soprano <i>Musical selections</i>	Tues., Dec. 12 10:00-10:30 p.m. 28 CBS stations ORIGINATES: MT. HOLYOKE COLLEGE	J. D. Tarcher & Co., Inc.	Dec. 12 Only
Bachelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunnyng- ham, Inc.	257 Weeks
Tune-Up Time starring Tony Martin, Andre Kostelanetz's Orchestra, Ray Thompson's Rhythm Singers and David Laughlin, tenor <i>Musical variety</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 66 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	42 Weeks
Lobby Lobby with Dave Elman, Harry Salter's Orchestra and guests <i>Interviews and music</i>	Sunday 5:00-5:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 57 CBS stations ORIGINATES: WARC	Young & Rubicam, Inc.	129 Weeks
Sunday Evening Hour Ford Symphony Orchestra and chorus, with Fritz Reiner, guest conductor, and soloists <i>With Talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	296 Weeks

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
GENERAL FOODS CORPORATION	Grape Nuts Sanka Diamond Crystal Salt Calumet Baking Powder Swans Down Cake Flour Calumet Baking Powder Swans Down Cake Flour La France Satina Minute Tapioca Postum
GENERAL MILLS, INC.	Wheaties

PROGRAM

TIME

AGENCY

ON CBS*

Kate Smith Hour

with the Group Theater, Abbott and Costello, Parker Fennelly and Arthur Allen in "Snow Village Sketches," Ted Collins, Jack Miller and His Orchestra, and guests

Music, comedy, and drama

Friday

8:00-8:55 p.m.

Rebroadcast

12:00-1:00 a.m.

78 CBS stations

ORIGINATES: WABC

Young & Rubicam, Inc.

249 Weeks

We, the People

with Gabriel Heatter, Harry von Zell and Guests

Real-life experiences

Tuesday

9:00-9:30 p.m.

Rebroadcast

12:30-1:00 a.m.

75 CBS stations

ORIGINATES: WABC

Kate Smith Speaks

Talks and interviews

Mon. thru Fri.

12:00-12:15 p.m.

66 CBS stations

ORIGINATES: WABC

Young & Rubicam, Inc.

Benton & Bowles, Inc.

My Son and I

with Betty Garde and Kingsley Colton

Serial drama

Mon. thru Fri.

2:45-3:00 p.m.

67 CBS stations

ORIGINATES: WABC

Young & Rubicam, Inc.

Joyce Jordan, Girl Interne

Serial drama

Mon. thru Fri.

3:00-3:15 p.m.

53 CBS stations

ORIGINATES: WABC

Lum and Abner

Comedy sketches

Mon., Wed., Fri.

7:15-7:30 p.m.

Rebroadcast

11:15-11:30 p.m.

54 CBS stations

ORIGINATES: KNX

By Kathleen Norris

Dramatization of novels

Mon. thru Fri.

5:00-5:15 p.m.

31 CBS stations

ORIGINATES: WABC

Knox Reeves Advertising, Inc.

469 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
GENERAL MILLS, INC. <i>Continued</i>	Corn Kix
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple Juice "Gems"
GEORGE A. HORMEL & COMPANY, MAKERS OF SPAM	Spam
INTERNATIONAL SILVER COMPANY	International Sterling and 1847 Rogers Bros. Silverplate
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics

PROGRAM	TIME	AGENCY	ON CBS*
Billy and Betty <i>Serial drama</i>	Mon. thru Fri. 5:15-5:30 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 14 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	469 Weeks
Screen Guild Theatre with Roger Pryor, MC, screen stars as guests, and Oscar Bradley's Orchestra <i>Variety and drama</i>	Sunday 7:30-8:00 p.m. 64 CBS stations ORIGINATES: KNX	Young & Rubicam, Inc.	303 Weeks
Al Pearce and His Gang with Billy House, Arlene Harris, Marie and Her Merry Men, Don Reid, tenor, and Carl Hoff's orchestra <i>Music and comedy</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 66 CBS stations ORIGINATES: KNX	N. W. Ayer & Son, Inc.	46 Weeks
It Happened in Hollywood with Martha Mears, John Conte, guest stars, and Eddie Dunstedter's Orchestra <i>Musical variety</i>	Mon. thru Fri. 5:30-5:45 p.m. 30 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	119 Weeks
Silver Theatre Konrad Nagel, Narrator-director, and guest stage and screen stars <i>Drama</i>	Sunday 6:00-6:30 p.m. 53 CBS stations 29 CBC stations ORIGINATES: KNX	Young & Rubicam, Inc.	90 Weeks
Our Gal, Sunday <i>Serial drama</i>	Mon. and Tues. 12:45-1:00 p.m. 33 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	415 Weeks
Guy Lombardo and His Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. 50 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	312 Weeks

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEHN & FINK PRODUCTS CORPORATION	Hind's Honey and Almond Cre
LEVER BROTHERS COMPANY	Rinso Lifebuoy Lux Toilet Soap Rinso

PROGRAM	TIME	AGENCY	ON CBS*
Grand Central Station <i>Dramatic programs</i>	Friday 10:00-10:30 p.m. 52 CBS stations ORIGINATES: WABC	Lambert & Feasley, Inc.	126 Weeks
Burns and Allen with Ray Noble and his orchestra Frank Parker, tenor, and Truman Bradley, announcer <i>Music and comedy</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 52 CBS stations ORIGINATES: KNX	William Esty & Co.	211 Weeks
Big Town starring Edward G. Robinson with Ona Munson <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 69 CBS stations 26 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	168 Weeks
Tuesday Night Party starring Walter O'Keefe, Mary Martin with Bobby Dolan's Orchestra and guest stars <i>Music and comedy</i> (This series ends December 12)	Tuesday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 63 CBS stations 26 CBC stations ORIGINATES: WABC		
Lux Radio Theatre Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i>	Monday 9:00-10:00 p.m. 63 CBS stations 26 CBC stations ORIGINATES: KNX	J. Walter Thompson Company	
Big Sister with Alice Frost and Martin Gabel <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 72 CBS stations 26 CBC stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
LEVER BROTHERS COMPANY <i>Continued</i>	Spry Lux Flakes Lux Toilet Soap
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
NOXZEMA CHEMICAL COMPANY	Noxzema Greaseless Cream
PENN TOBACCO COMPANY	"Kentucky Club" Pipe Tobacco
PERSONAL FINANCE COMPANY	Personal Loan Service

PROGRAM	TIME	AGENCY	ON CBS
Aunt Jenny's Real Life Stories <i>Dramatic sketches</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 67 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	168 Weeks
The Life and Love of Dr. Susan <i>Serial drama</i>	Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 5:15-5:30 p.m. 65 CBS stations 26 CBC stations ORIGINATES: WABC	J. Walter Thompson Company	
Paul Whiteman and His Orchestra, with Joan Edwards, and The Modernaires <i>Musical variety</i>	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 97 CBS stations ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	359 Weeks
Bob Trout <i>News</i>	Tues., Thurs., Sat. 3:30-3:35 p.m. Starting December 11 Mon., Wed., Fri. 3:30-3:35 p.m. 38 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	55 Weeks
Box Pop Marks and Wally <i>Interviews</i>	Thursday 7:30-8:00 p.m. 53 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	8 Weeks
Doc Barclay's Daughters <i>Serial drama</i>	Mon. thru Fri. 2:00-2:15 p.m. 29 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	108 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes
THE PROCTER & GAMBLE COMPANY	Teel Drene Oxydol Ivory Crisco

PROGRAM	TIME	AGENCY	ON AIR*
Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Musical Host, and Gustave Haenschen's Orchestra and Chorus <i>Musical</i>	Saturday 9:45-10:15 p.m. 54 CBS stations ORIGINATES: WABC	Gardner Advertising Company	317 Weeks
Mary Lee Taylor home economist; Bob Trout, News <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 63 CBS stations ORIGINATES: KMOX		
Johnny Presents Johnny Green's Orchestra, Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Genevieve Rowe, "Beverly," Glenn Cross, Ray Bloch's Swing 14 <i>Musical variety and dramatic interludes</i>	Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 80 CBS stations ORIGINATES: WABC	The Biow Company, Inc.	169 Weeks
Professor Quiz with Bob Trout <i>Questions and Answers</i>	Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 9:00-9:30 p.m. 54 CBS stations ORIGINATES: WABC	H. W. Kastor & Sons	261 Weeks
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. 29 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
Life Can Be Beautiful <i>Serial drama</i>	Mon. thru Fri. 1:15-1:30 p.m. 36 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
This Day Is Ours <i>Serial drama</i>	Mon. thru Fri. 1:30-1:45 p.m. 47 CBS stations ORIGINATES: WABC		

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

ELEMENT	PROGRAM
<p>THE PROCTER & GAMBLE CO. <i>Continued</i></p>	<p>Chipso Oxydol</p> <p>Chipso</p> <p>Drene</p>
<p>PRUDENTIAL INSURANCE COMPANY OF AMERICA</p>	<p>Insurance Services</p>
<p>THE PURE OIL COMPANY</p>	<p>Petroleum Products</p>
<p>PURITY BAKERIES SERVICE CORP</p>	<p>Taystee Bread</p>
<p>R. J. REYNOLDS TOBACCO COMPANY</p>	<p>Camel Cigarettes Prince Albert Smoking Tobacco</p>

PROGRAM	TIME	AGENCY	ON CBS*
Road of Life <i>Serial drama</i>	Mon. thru Fri. 1:45-2:00 p.m. 39 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	261 Weeks
Manhattan Mother <i>Serial drama</i>	Mon. thru Fri. 9:00-9:15 a.m. 12 CBS stations ORIGINATES: WBBM		
Himmie Fidler <i>Hollywood news reporter</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 62 CBS stations ORIGINATES: KNX	H. W. Kastor & Sons	
When a Girl Marries <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 50 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	27 Weeks
Kaltenborn Edits The News <i>News Analysis</i>	Mon., Wed., Fri. 6:30-6:45 p.m. 39 CBS stations ORIGINATES: WABC	Leo Burnett Company, Inc.	31 Weeks
Edwin' Ed McConnell <i>Songs and talks</i>	Mon. thru Fri. 4:45-5:00 p.m. 17 CBS stations ORIGINATES: WBBM	Campbell-Mithun, Inc.	35 Weeks
"Blondie" with Penny Singleton and Arthur Lake <i>Domestic comedy</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 87 CBS stations ORIGINATES: KNX	William Esty & Company, Inc.	335 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
R. J. REYNOLDS TOBACCO COMPANY <i>Continued</i>	Camel Cigarettes
SEALTEST, INC.	Sealtest System of Laboratory Control of Milk and Ice Cream
STERLING PRODUCTS, INC.	Ironized Yeast
TEXAS COMPANY	"Texaco" Products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum Wrigley's Spearmint Gum

PROGRAM	TIME	AGENCY	ON CBS*
Bob Crosby's Orchestra with Johnny Mercer, singer and The Bobcats <i>Musical variety</i> (This series ends December 26)	Tuesday 9:30-10:00 p.m. 93 CBS stations ORIGINATES: ON TOUR	William Esty & Company, Inc.	335 Weeks
Your Family and Mine <i>Serial drama</i>	Mon. thru Fri. 2:30-2:45 p.m. 36 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	31 Weeks
Court of Missing Heirs <i>Drama</i> (Beginning December 19)	Tuesday 8:30-8:55 p.m. 58 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	368 Weeks
Texaco Star Theatre with Ken Murray, MC, Frances Langford, Kenny Baker, Irene Noblette, James Wallington, and David Broekman's Orchestra; Drama with Broadway and Hollywood Stars, Burns Mantle, Commentator <i>Variety and drama</i>	Wednesday 9:00-10:00 p.m. 91 CBS stations ORIGINATES: KNX AND WABC	Buchanan & Co.	129 Weeks
Model Minstrels with Tom Howard and George Shelton, the Eton Boys and Ray Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 54 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	235 Weeks
Gateway to Hollywood Analysts of talent quest <i>Serial drama</i>	Sunday 6:30-7:00 p.m. 66 CBS stations ORIGINATES: WBBM	Frances Hooper Advertising Agency	389 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

	CLIENT	PRODUCT
COLUMBIA PACIFIC NETWORK	WM. WRIGLEY JR. COMPANY <i>Continued</i>	Wrigley's Spearmint Gum
	AXTON-FISHER TOBACCO CO.	Twenty Grand Cigarettes
	BATHASWEET CORPORATION	Bathasweet Products
	MENNEN COMPANY	Mennen Shave Products
COLUMBIA CALIFORNIA NETWORK	GENERAL MILLS, INC. (Sperry Flour Co.)	Wheaties
	STEPHANO BROTHERS	"Marvels" Cigarettes
	TIDEWATER ASSOCIATED OIL COMPANY	"Flying A" Gasoline
	UNION OIL COMPANY	Union 76 Gasoline Triton Motor Oil
	RIO GRANDE OIL, INC.	Petroleum Products

PROGRAM	TIME	AGENCY	ORDERS*
Scattergood Baines <i>Serial drama</i>	Mon. thru Fri. 5:45-6:00 p.m. 73 CBS stations ORIGINATES: WBRM	Neisser Meyerhoff, Inc.	389 Weeks
"Bob Garred Reporting" <i>News</i>	Mon. thru Fri. 5:45-5:55 p.m. PST	McCann-Erickson, Inc.	10 Weeks
	Tues., Thurs. 7:30-7:45 a.m. PST	H. M. Kieseewetter Advertising Agency	7 Weeks
	Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX		52 Weeks
My Children <i>Dramatic serial</i>	Mon. thru Fri. 8:45-9:00 a.m. PST ORIGINATES: KSFO	Westco Advertising Agency	469 Weeks
"Sports Huddle" with Tom Breneman and Braven Dyer <i>Sports news</i>	Tues., Thurs., Sat. 7:30-7:45 p.m. PST ORIGINATES: KNX	The Aitkin-Kynett Co.	18 Weeks
Pacific Coast Conference Football Game <i>Eye-witness account of Southern California-Washington contest</i>	Saturday, Dec. 2 2:15-5:00 p.m. PST ORIGINATES: VARIOUS STATIONS	Lord & Thomas	150 Weeks
"Union Oil Program" <i>Opera and light opera in tabloid form</i>	Thursday 9:30-10:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	8 Weeks
Calling All Cars <i>Police file dramatizations</i>	Tuesday 7:00-7:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell Advertising, Inc.	313 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

	CLIENT	PRODUCT
COLUMBIA DIXIE NETWORK	COLGATE-PALMOLIVE-PEET CO.	Octagon Products
COLUMBIA MIDWESTERN NETWORK	CHAMBERLAIN LABORATORIES, INC.	Chamberlain Lotion
	GENERAL MILLS, INC.	Gold Medal Flour
COLUMBIA NEW ENGLAND NETWORK	ATLANTIC REFINING CO.	Atlantic White Flash Gasoline Atlantic Motor Oil
WABC	J. W. BEARDSLEY SONS	Foods and Canned Foods
	BOND STORES, INC.	Men's Clothing
	LIGGETT DRUG COMPANY, INC.	Fountain Service
	QUAKER OATS COMPANY	Aunt Jemima's Pancake Flour
	BROWN & WILLIAMSON TOBACCO CORP.	Raleigh Cigarettes

PROGRAM	TIME	AGENCY	WEEKS*
"Woman of Courage" <i>Serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. ORIGINATES: WABC	Benton & Bowles, Inc.	20 Weeks
Anson Weeks' Orchestra <i>Popular music</i>	Sunday 2:30-2:55 p.m. ORIGINATES: WBBM	L. W. Ramsey Company	25 Weeks
Caroline's Golden Store <i>Dramatic serial</i>	Mon. thru Fri. 4:15-4:30 p.m. CST ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	469 Weeks
Holy Cross-Boston College Football Game <i>Play-by-play description</i>	Saturday, Dec. 2 2:00-4:30 p.m. ORIGINATES: WORC	N. W. Ayer & Son, Inc.	120 Weeks
The Morning Almanac <i>featuring Phil Cook</i>	Tues., Thurs., Sat. 7:30-7:45 a.m.	Neff-Rogow, Inc.	10 Weeks
	Mon. thru Sat. 7:15-7:30 a.m.		12 Weeks
	Mon., Wed., Fri. 7:30-7:45 a.m.	Sherman K. Ellis, Inc.	46 Weeks
	Tues. thru Sat. 8:30-8:45 a.m.		21 Weeks
Mel Allen's Sports Review <i>Football previews and results</i>	Thurs. and Sat. 6:15-6:30 p.m.	Batten, Barton, Durstine & Osborn, Inc.	34 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

WABC SPONSORED PROGRAMS

CLIENT	PRODUCT
BULOVA WATCH COMPANY	Bulova Watches
CHRYSLER CORPORATION (DODGE DIVISION)	Dodge Automobiles
KONDON MANUFACTURING COMPANY	Kondon's Nasal Jelly
THOMAS LEEMING & CO.	Baume Bengue Pacquin's Hand Cream
MARYLAND PHARMACEUTICAL CO. PATON CORPORATION	Rem, Rel Yuban Coffee
MELVILLE SHOE COMPANY	Thom McAn Shoes
OXO (U. S. A.), LTD.	Beef Cubes Meat Extracts
PEPSI-COLA COMPANY	Pepsi-Cola
REGAL SHOE COMPANY, INC.	Regal Shoes

PROGRAM	TIME	AGENCY	ON AIR
Time Signals	Mon. thru Sun. 10 Times daily	The Biow Company	534 Weeks
Bob Trout <i>News</i> (This series ends December 2)	Saturday 9:45-10:00 p.m.	Ruthrauff & Ryan, Inc.	195 Weeks
Weather Reports	Mon., Wed., Fri. 6:59-7:00 a.m.	Addison Lewis & Associates	2 Weeks
Richard Maxwell <i>Hymns and talks</i>	Mon., Wed., Fri. 3:45-4:00 p.m.	William Esty & Co., Inc.	61 Weeks
Early Evening News with Paul Parks	Tues., Thurs., Sat. 6:00-6:05 p.m. Mon., Wed., Fri. 6:00-6:05 p.m.	The Joseph Katz Company Campbell-Ewald of New York, Inc.	3 Weeks Starts Dec. 4
Early Morning News (This series ends December 23)	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	52 Weeks
Old-Fashioned Favorites <i>Popular music</i> (Beginning December 18)	Mon. thru Sat. 8:15-8:20 a.m.	Platt-Forbes, Inc.	Starts Dec. 18
Have You Forgotten? <i>Popular music</i> Beginning December 4)	Mon. thru Sat. 8:20-8:25 a.m.	Newell-Emmett Company	Starts Dec. 4
Elmer Davis <i>News</i>	Mon., Wed., Fri. 6:30-6:45 p.m.	Cecil & Presbrey, Inc.	18 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting, and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these twelve classifications:

1. CHRISTMAS PROGRAMS *Page 34*
2. NEWS BROADCASTS *Page 35*
3. VARIETY *Page 36*
4. DRAMATIC SERIES *Page 36*
5. PERSONALITIES *Page 37*
6. SPECIAL EVENTS *Page 38*
7. PUBLIC AFFAIRS *Page 39*
8. RELIGIOUS BROADCASTS *Page 40*
9. CHILDREN'S PROGRAMS *Page 41*
10. SERIOUS MUSIC *Page 42*
11. EDUCATIONAL PROGRAMS *Page 46*
12. LIGHT MUSIC *Page 50*
- CBS SHORT WAVE BROADCASTS *Page 51*
- ADDENDA: NOVEMBER PROGRAMS *Page 53*

**CHRISTMAS
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>Christmas Messages: Pope Pius, King George and Eamon de Valera AT VARIOUS HOURS MONDAY, DECEMBER 25</p>	<p>On Christmas Day Columbia broadcasts holiday messages from Pope Pius XII in the Vatican (time not yet scheduled), King George VI in London (10:00-10:05 a.m.), and Eamon de Valera in Dublin (3:35-3:45 p.m.).</p>
<p>White House Tree Lighting 5:00-5:30 p.m. SUNDAY, DECEMBER 24</p>	<p>President Roosevelt lights the National Community Christmas Tree and sends holiday greetings to the nation from the White House.</p>
<p>CBS Carol Program 12:00-1:00 a.m. SUNDAY, DECEMBER 24 (Actually Monday)</p>	<p>Howard Barlow, the Columbia Symphony Orchestra, organist Julius Mattfeld, a chorus of mixed voices, and vocal soloists join in a carol program early Christmas morning.</p>
<p>Midnight Mass 1:00-1:30 a.m. SUNDAY, DECEMBER 24 (Actually Monday)</p>	<p>Midnight Mass at St. Meinrad's Abbey in Indiana is brought to Columbia listeners in a special Christmas Eve broadcast. The St. Meinrad Choir is heard during Mass.</p>
<p>Carol Programs AT VARIOUS HOURS DECEMBER 16 THRU 29</p>	<p>A partial list of the groups singing carols over CBS during Christmas season follow: Juilliard Chorus; Broad St. Church Choir of Columbus; Schoolfield (Va.) High School Chorus; Bach Choir of Bethlehem; Binghamton A Cappella Chorus; Statler Hotel Employees; Sts. Cyril and Methodius Seminary Choir; Grand Central Carols; West Presbyterian Church Choir. St. Louis; Syracuse School Children; Ilion High School Chorus.</p>
<p>Commander Kelly 1:45-2:00 p.m. SUNDAY, DECEMBER 24</p>	<p>Raymond F. Kelly, National Commander of the American Legion, speaks over the Columbia network in a Christmas message to veterans.</p>

CBS SUSTAINING PROGRAMS

NEWS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
<p>News Summaries, Analyses and Broadcasts from Europe</p> <p>SCHEDULED PERIODS MONDAY THRU SUNDAY</p>	<p>Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:</p> <p><i>European broadcasts:</i> Edward R. Murrow from London; William L. Shirer from Berlin; Eric Sevareid, Thomas Grandin from Paris; William L. White from Helsinki; Elmer Davis, Bob Trout from New York; Albert Warner from Washington: 8:00-8:15 a.m., 6:45-7:00 p.m., MONDAY THRU FRIDAY; 8:00-8:15 a.m., 6:45-7:00 p.m., SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY.</p> <p><i>News Summaries:</i> Latest press dispatches: 6:30 a.m., 6:00 p.m., 1:55 a.m., MONDAY, WEDNESDAY AND FRIDAY; 6:30 a.m., 3:30, 6:00 p.m., 1:55 a.m., TUESDAY AND THURSDAY; 6:30, 11:00 a.m., 3:30, 6:00, 11:00 p.m., 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 2:55 p.m., 1:55 a.m., SUNDAY.</p> <p><i>News analyses:</i> H. V. Kaltenborn and Major George Fielding Eliot, 6:30-6:45 p.m., TUESDAY AND THURSDAY; Elmer Davis and the News, 8:55-9:00 p.m., MONDAY THRU SUNDAY; Albert Warner from Washington, 6:05-6:15 p.m., EACH SATURDAY.</p>

VARIETY

PROGRAM AND TIME	DESCRIPTION
<p>“The Pursuit of Happiness” Approximately 4:30 p.m. EACH SUNDAY (Immediately following Philharmonic Broadcast)</p>	<p>This unique, spirited series is dedicated to the brightness and happiness in America’s way of life. Each week the program features distinguished guests, who are introduced by Burgess Meredith, permanent master of ceremonies and one of America’s most brilliant and versatile young actors. Mark Warnow’s orchestra and Lyn Murray’s chorus furnish music for the program, and Carl Carmer, Columbia’s American correspondent, reports on the week’s newsworthy spot, somewhere in the United States. Norman Corwin directs and Eric Barnouw writes the script. On December 3, Meredith appears with Franchot Tone in a radio dramatization of Edward Everett Hale’s “The Man Without a Country.”</p>
<p>Columbia Gay Nineties Revue 10:15–10:45 p.m. EACH SATURDAY</p>	<p>Columbia entertainers get into bowlers and bustles and revert to the songs and comedy of the nineties in this swift, picturesque variety show. Joe Howard, master of ceremonies and veteran song-writer, introduces soprano Genevieve Rowe, comedienne Beatrice Kay, and the sturdy slapstick comedy team, Latimer and Costello. Ray Bloch is the conductor and Al Rinker the producer.</p>

DRAMATIC SERIES

<p>Ellery Queen 10:00–11:00 p.m. EACH SUNDAY 8:00–8:55 p.m. BROADCAST TO WEST</p>	<p>The adventures of Ellery Queen and his copper-haired assistant Nikki are dramatized before a jury of four guest “armchair detectives,” drawn from the studio audience, who try to determine the identity of the culprit before the true solution is enacted. George Zachary is director and producer.</p>
--	--

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Columbia Workshop 10:00-10:30 p.m. EACH THURSDAY</p>	<p>The Columbia Workshop presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques in experiments to widen the scope of radio art. The Workshop continues to present original radio plays and operas as well as dramatizations of well-known books.</p> <p>DECEMBER 7: The Globe Theater of the Air, directed by Margaret Webster, presents William Shakespeare's "As You Like It." George Zachary supervises the production.</p>

PERSONALITIES

<p>"Uncle Jonathan" 3:35-3:45 p.m. MONDAY THRU FRIDAY</p>	<p>Uncle Jonathan, editor of the Bottsville Bugle, the world's only cellophane newspaper, entertains Columbia listeners from BBNF, key station of the mythical Alfalfa Network.</p>
<p>Major Bowes' Capitol Family 11:30 a.m.-12:30 p.m. EACH SUNDAY</p>	<p>Major Bowes' Capitol Family presents a spirited musical program each Sunday morning. The family includes the three Dalton Brothers; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herman, xylophonist; and Waldo Mayo's orchestra.</p>
<p>Richard Maxwell 9:00-9:15 a.m. EACH SATURDAY 3:45-4:00 p.m. MONDAY THRU FRIDAY</p>	<p>Richard Maxwell continues to present his program of hymns, inspirational songs and homely philosophy. He is heard on Saturday morning in addition to his regular Monday thru-Friday afternoon programs.</p>
<p>Outdoors with Bob Edge 9:15-9:30 a.m. EACH SUNDAY</p>	<p>Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts each Sunday.</p>

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
<p>Army-Navy Game 1:15-4:15 p.m. SATURDAY, DECEMBER 2</p>	<p>The annual Army-Navy classic is graphically described for CBS listeners by Ted Husing, from the Municipal Stadium in Philadelphia.</p>
<p>Akron "Rubber Ball" 12:00-12:30 a.m. SATURDAY, DECEMBER 2</p>	<p>A vivid word-picture of Akron's major social event, the annual "Rubber Ball," is brought to the CBS audience from the ballroom.</p>
<p>Livestock Show 9:45-10:00 a.m. SATURDAY, DECEMBER 2 9:15-9:30 a.m. MONDAY AND WEDNESDAY, DECEMBER 4 AND 6</p>	<p>Columbia covers the opening of the International Livestock Exposition in Chicago—biggest agricultural event of the year for North American farmers—with special reports and interviews from the scene of the exposition, the Livestock Amphitheatre.</p>
<p>Harry P. Davison 4:00-4:15 p.m. WEDNESDAY, DECEMBER 6</p>	<p>Harry P. Davison, treasurer of the New York unit of the National Tuberculosis Association, appeals to the nation to support the Christmas seal drive.</p>
<p>Stock Exchange Broadcast 11:30 a.m.-12:01 p.m. SATURDAY, DECEMBER 30</p>	<p>Microphones are placed in strategic positions throughout the New York Stock Exchange to capture the full effect of the feverish activity which characterizes daily trading. The broadcast, which is the first radio program to originate on the floor of the exchange, is highlighted by an address by William McChesney Martin, Jr., President of the Exchange.</p>
<p>"Twelve Crowded Months" 10:15-11:15 p.m. SATURDAY, DECEMBER 30</p>	<p>The twelve biggest news events of 1939, as selected by newspaper editors throughout the country, are dramatized in a full-hour broadcast by an outstanding cast of radio actors.</p>

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
<p>"Columbia's Country Journal" 12:00-12:30 p.m. EACH SATURDAY</p>	<p>Charles Stookey, Columbia's director of agricultural programs, presents a weekly roundup of farm news and interviews distinguished farm leaders. His first December broadcast is devoted to the Livestock Exposition in Chicago.</p>
<p>Mrs. Franklin D. Roosevelt 10:45-11:00 p.m. TUESDAY, DECEMBER 5</p>	<p>Mrs. Roosevelt interviews two young rural school pupils during observance of the twenty-fifth anniversary of the Alliance for Guidance of Rural Youth. Mrs. Roosevelt is introduced by Miss Latham Hatcher, president of the Alliance.</p>
<p>Secretary of Labor Frances Perkins 1:45-2:00 p.m. SUNDAY, DECEMBER 3</p>	<p>Secretary of Labor Frances Perkins discusses the second section of her annual report to Congress, covering the Wage-Hour Administration, in an interview by Albert Warner, CBS Washington correspondent.</p>
<p>Colby Chester 4:00-4:30 p.m. FRIDAY, DECEMBER 8</p>	<p>Colby Chester, chairman of the board of General Foods, Inc., speaks from the forty-fourth annual Congress of American Industry. Theme of the conclave is: "A Republic Forever."</p>
<p>Carl Hinshaw 10:45-11:00 p.m. SATURDAY, DECEMBER 2</p>	<p>Representative Carl Hinshaw (R) of California delivers a special address over the Columbia network on the CBS "American Viewpoints" series.</p>
<p>F. Trubee Davison 10:45-11:00 p.m. SATURDAY, DECEMBER 9</p>	<p>F. Trubee Davison, assistant secretary for aviation in the Coolidge and Hoover administrations, cites need of guaranteeing economic security to avoid war in a special address over CBS, entitled "Preparedness for Peace."</p>

**RELIGIOUS
BROADCASTS**

PROGRAM AND TIME	DESCRIPTION
<p>Church of the Air 10:00-10:30 a.m. 1:00-1:30 p.m. EACH SUNDAY</p>	<p>The Church of the Air is presenting its eighth year of Sunday morning and afternoon religious broadcasts. The December schedule:</p> <p>DECEMBER 3: <i>Morning</i> — Rev. Robert B. Whyte, Old Stone Church, Cleveland, Ohio (Presbyterian). <i>Afternoon</i> — Very Rev. Monsignor Leo J. Steck, Chaplain, St. Mary of the Angels, Motherhouse, St. Louis, Missouri.</p> <p>DECEMBER 10: <i>Morning</i> — Rev. Fredrik A. Schiotez, executive secretary, Student Service Department, American Lutheran Conference, Chicago, Illinois. <i>Afternoon</i> — Rabbi Gershon Hadas, Congregation Keneseth, Israel Beth Shalom, Kansas City, Missouri.</p> <p>DECEMBER 17: <i>Morning</i> — Mr. William R. Knox, Boston, Massachusetts (Christian Scientist). <i>Afternoon</i> — Salt Lake Tabernacle Choir in "The Messiah" by Handel (Mormon), 12:30-1:30 p.m.</p> <p>DECEMBER 24: <i>Morning</i> — Rev. Carl A. Glover, Walnut Hills Congregational Church, Cincinnati, Ohio. <i>Afternoon</i> — Rev. Joseph A. Vaughan, S. J., Program Director, Vatican Radio Station, and Choir, North American College in Rome.</p> <p>DECEMBER 31: <i>Morning</i> — Rt. Rev. James E. Freeman, D.D., Bishop of Washington, Cathedral Close, Mt. St. Alban, Washington, D. C. (Episcopalian). <i>Afternoon</i> — Rev. John Haynes Holmes, Community Church, New York City (Unitarian).</p>

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Wings Over Jordan 9:30-10:00 a.m. EACH SUNDAY</p>	<p>This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty-five voices.</p> <p>DECEMBER 3: Rev. A. Clayton Powell, pastor Abyssinian Baptist Church, New York City.</p> <p>DECEMBER 10: Bishop William A. Fountain, Senior Presiding Bishop, Sixth Episcopal District, A. M. E. Church, Atlanta, Georgia.</p> <p>DECEMBER 17: Mrs. Addie W. Dickerson, president, International Council of Women of Darker Races, Philadelphia, Pennsylvania.</p> <p>DECEMBER 24: Rev. W. P. Offut, pastor, Calvary Baptist Church, Louisville, Kentucky.</p> <p>DECEMBER 31: Rev. Richard H. Bowling, pastor, First Baptist Church, Norfolk, Virginia.</p>
<p>Bible Sunday Program 1:45-2:00 p.m. SUNDAY, DECEMBER 10</p>	<p>Senator James J. Davis of Pennsylvania tells "What the Bible Means to Me," in this CBS address on Universal Bible Sunday.</p>
<p>"March of Games" 10:30-11:00 a.m. EACH SUNDAY</p>	<p>Puzzlers are submitted and answered by youthful contestants in this CBS children's quiz series. Arthur Ross is schoolboy emcee and Sybil Trent serves as "Miss Drum Major."</p>
<p>"Let's Pretend" 12:30-1:00 p.m. EACH SATURDAY</p>	<p>The world's greatest fairy tales and original fantasies are dramatized for radio by Nila Mack and presented by a cast of child actors.</p>
<p>"So You Want To Be—" 4:30-4:45 p.m. EACH THURSDAY</p>	<p>Successful persons in various professions are interviewed by a group of youngsters eager to follow in their footsteps. The program is presented by CBS and <i>Young America</i> magazine.</p>

CHILDREN'S PROGRAMS

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>New York Philharmonic Symphony Orchestra AT 3:00 p.m. EACH SUNDAY</p>	<p>The New York Philharmonic-Symphony Orchestra is in its tenth consecutive year of broadcasting as an exclusive Columbia network feature. John Barbirolli, brilliant young English conductor, is permanent director of the orchestra, and Deems Taylor, CBS music consultant, remains the program commentator. From Carnegie Hall this month:</p> <p>DECEMBER 3: (<i>From Utica</i>). <i>Weber</i>: Overture, "Der Freischutz"; <i>Tschaikowsky</i>: Symphony No. 5, in E minor, Opus 64; <i>Respighi</i>: Symphonic Poem. "The Fountains of Rome."</p> <p>DECEMBER 10: <i>Rossini</i>: Overture, "William Tell"; <i>Mozart</i>: Symphony No. 41, in C major ("Jupiter" Symphony); <i>Beethoven</i>: Symphony No. 5, in C minor, Opus 67.</p> <p>DECEMBER 17: <i>Nicolai</i>: Overture, "The Merry Wives of Windsor"; <i>Haydn</i>: Concerto for Violincello and Orchestra, in D major, EMANUEL FEUERMANN, soloist; <i>Mahler</i>: Adagio from Symphony No. 5, in C-sharp minor; <i>Ravel</i>: "Daphnis and Chloe," Suites I and II.</p> <p>DECEMBER 24: <i>Corelli</i>: Concerto Grosso, No. 8, in G minor ("Fatto per la Notte di Natale"); <i>Weinberger</i>: "Christmas Eve"; <i>Arensky</i>: Variations on a Christmas Carol by Tschaikowsky, for String Orchestra, Opus 35-a; <i>Strauss</i>: Waltz, "Emperor," and Overture, "Der Zigeunerbaron."</p> <p>DECEMBER 31: Program to be scheduled. Georges Enesco, guest conductor.</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Indianapolis Symphony Orchestra 10:30-11:00 p.m. WEDNESDAY, DEC. 6, 13 AND 27 11:05 a.m.-12:00 noon SATURDAY, DECEMBER 30</p>	<p>The Indianapolis Symphony Orchestra, under the direction of Fabien Sevitsky, continues its series of Wednesday evening broadcasts over the Columbia network. On its December 6 program, the orchestra features "Fugue for Eighteen Violins," a popular modern work by Arcady Dubensky.</p>
<p>Cincinnati Conservatory of Music 11:05 a.m.-12:00 noon SATURDAY, DECEMBER 9 10:30-11:00 p.m. MONDAY, DECEMBER 4 4:00-4:30 p.m. MONDAY, DECEMBER 18</p>	<p>The Cincinnati Conservatory of Music continues its sixth season of broadcasts over the Columbia network. A symphony orchestra and string orchestra, both composed of students and faculty members, perform on the programs. Severin Eisenberger of the artist faculty is piano soloist on December 4. Alexander von Kreisler is the regular conductor.</p>
<p>Curtis Institute of Music 10:30-11:00 p.m. MONDAY, DECEMBER 11</p>	<p>The Curtis Institute of Music presents a series of thirty Monday concerts in its eleventh season on CBS. On December 11 Alfred Mann is heard on the recorder, an antique wind instrument, and Ezra Rachlin conducts the string orchestra.</p>
<p>Cleveland Institute of Music 4:00-4:30 p.m. EACH TUESDAY</p>	<p>The Cleveland Institute of Music broadcasts over the Columbia network each Tuesday afternoon. Harold Fink, pianist, and Josef Fuchs, violist, are recitalists on the first December program.</p>
<p>New England Conservatory of Music 11:05 a.m.-12 noon SATURDAY, DECEMBER 16</p>	<p>The New England Conservatory of Music Orchestra is heard in a fifty-five minute program of classical selections. Quincy Porter is the conductor.</p>

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
<p>New York Philharmonic Young People's Concerts 3:45-4:45 p.m. MONDAY, DECEMBER 11 11:05 a.m.-12:15 p.m. SATURDAY, DECEMBER 23</p>	<p>The Philharmonic Symphony Orchestra is heard in the second of a series of Saturday morning concerts especially prepared for young people. A supplementary concert, added to accommodate the overflow audience of the popular series, is heard Monday afternoon, December 11. Suzanne Bloch is featured as lute soloist on the supplementary program.</p>
<p>Ohio State University Choral Groups 11:05 a.m.-12 noon SATURDAY, DECEMBER 2</p>	<p>Three Ohio State University choral groups are heard in a program of hymns and folk-songs. Louis H. Direks, Marguerite Miller, and Dale V. Gilliland direct the University Chorus, the Women's Glee Club, and the Men's Glee Club, respectively.</p>
<p>Vera Brodsky 3:35-4:00 p.m. SATURDAY, DECEMBER 9, 23 & 30</p>	<p>Vera Brodsky, internationally famous concert and radio pianist, strives for the exceptional in material in this new series of piano recitals. Her first program is devoted to Maurice Ravel's suite, "Le Tombeau de Couperin."</p>
<p>"So . . . You Think You Know Music"—Ted Cott 2:30-2:55 p.m. EACH SUNDAY</p>	<p>Four volunteers participate in a musical quiz, conducted by Ted Cott and judged by Leonard Lieblich. The program remains a rigorous inquisition on classical selections and composers.</p>
<p>Columbia Concert Orchestra 5:00-5:30 p.m. EACH SATURDAY</p>	<p>The Columbia Concert Orchestra, under the direction of Howard Barlow, continues to present its series of varied selections from classical and serious modern composers.</p>

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Continued

PROGRAM AND TIME	DESCRIPTION
<p>Library of Congress Concert 3:00-4:00 p.m. SATURDAY, DECEMBER 16</p>	<p>The Budapest String Quartet, consisting of Josef Roismann and Alexander Schneider, violins, Boris Kroyt, viola, and Mischa Schneider, violoncello, is heard in a recital from Washington.</p>
<p>Salt Lake City Tabernacle Choir 12:30-1:00 p.m. EACH SUNDAY</p>	<p>This world famous choir sings selections of religious music weekly from one of America's greatest auditoriums, the Salt Lake City Tabernacle. Frank Asper, Tabernacle organist, accompanies the choir.</p>
<p>Greenfield Village Chapel 8:45-9:00 a.m. EACH WEDNESDAY</p>	<p>This new Columbia series features the singing of the Greenfield Village Chapel children's choir. The broadcast originates in Greenfield Village and is brought to the network in a remote from WJR, Columbia's station in Detroit.</p>
<p>Walberg Brown Strings 1:35-2:00 p.m. SUNDAY, DECEMBER 17 & 31 1:35-1:45 p.m. SUNDAY, DECEMBER 3, 10, & 24</p>	<p>A string ensemble, under the direction of Walberg Brown, musical director of Columbia's Cleveland station, WGAR, plays classical selections in this Sunday series.</p>
<p>University Women's Chorus 2:30-3:00 p.m. SATURDAY, DECEMBER 9</p>	<p>The University's Women's Chorus, a New York organization composed of singers from various colleges, broadcast a program of hymns and folk-songs from the studios of WABC. Included on their program are selections by Chaminade, Franck, Kodaly, and Donastia and arrangements by Davison and Grainger.</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION														
<p>CBS ADULT EDUCATION BOARD</p>	<p>The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:</p> <table border="0"> <tr> <td>LYMAN BRYSON, chairman</td> <td>SPENCER MILLER, JR.</td> </tr> <tr> <td>STRINGFELLOW BARR</td> <td>RUTH BRYAN ROHDE</td> </tr> <tr> <td>WILLIAM BENTON</td> <td>THOMAS V. SMITH</td> </tr> <tr> <td>HARRY WOODBURN CHASE</td> <td>GEORGE EDGAR VINCENT</td> </tr> <tr> <td>ROBERT I. GANNON, S.J.</td> <td>WILLIAM ALLEN WHITE</td> </tr> <tr> <td>ALVIN S. JOHNSON</td> <td>RAY LYMAN WILBER</td> </tr> <tr> <td>HENRY R. LUCE</td> <td>JOSEPH H. WILLITS</td> </tr> </table>	LYMAN BRYSON, chairman	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROHDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT I. GANNON, S.J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBER	HENRY R. LUCE	JOSEPH H. WILLITS
LYMAN BRYSON, chairman	SPENCER MILLER, JR.														
STRINGFELLOW BARR	RUTH BRYAN ROHDE														
WILLIAM BENTON	THOMAS V. SMITH														
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT														
ROBERT I. GANNON, S.J.	WILLIAM ALLEN WHITE														
ALVIN S. JOHNSON	RAY LYMAN WILBER														
HENRY R. LUCE	JOSEPH H. WILLITS														
<p>Americans at Work 10:30-11:00 p.m. EACH THURSDAY</p>	<p>Columbia presents authentic and colorful accounts of many of the jobs which make up the intricate web of American industrial life. Workers and craftsmen address the CBS audiences directly from laboratories, tunnels, workshops, city rooms, and offices all over the country. The December schedule:</p> <p>DECEMBER 7: Picture Magazine Worker DECEMBER 14: Private Detective DECEMBER 21: Tree Grower DECEMBER 28: United States Marine</p>														
<p>The People's Platform 7:00-7:30 p.m. EACH SATURDAY</p>	<p>Lyman Bryson, Chairman of Columbia's Adult Education Board, entertains four Americans at dinner and discusses current problems with them extemporaneously. His guests on December 2, including Princess Alexandra Kropotkin, discuss the topic: "Should the United States Help to Make Peace in Europe?"</p>														

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>American School of the Air 9:15-9:45 a.m. <i>Rebroadcast</i> 3:35-4:00 p.m. MONDAY THRU FRIDAY</p>	<p>The American School of the Air, now in its eleventh year as a Columbia network educational feature, is heard regularly in 150,000 classrooms all over the country. Programs are prepared with the cooperation of many national educational organizations and the counsel of a Board of Consultants. The December schedule:</p> <p>MONDAYS—<i>Frontiers of Democracy</i> DECEMBER 4: Tomorrow's Fuel. DECEMBER 11: Mastering the Machine.</p> <p>TUESDAYS—<i>Folk Music of America</i> DECEMBER 5: Teamster Songs. DECEMBER 12: Courting Songs.</p> <p>WEDNESDAYS—<i>New Horizons</i> DECEMBER 6: Down the Mississippi to the Sea. DECEMBER 13: Bering Discovers an "Ice-Box."</p> <p>THURSDAYS—<i>Tales from Far and Near</i> DECEMBER 7: Chesley Kahmann—"The Cream-Colored Pony." DECEMBER 14: Frank Stockton:—"The Pool Comt's Christmas."</p> <p>Friday—<i>This Living World</i> DECEMBER 1: Where We Live. DECEMBER 8: Our Flag in the Far East. DECEMBER 15: Uncle Sam as a Good Neighbor</p>
<p>Bull Session 4:00-4:30 p.m. EACH SATURDAY</p>	<p>Students at a group of mid-western universities hold extemporaneous, informal discussions on important social and political problems.</p>

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
<p>Highways to Health 4:30-4:45 p.m. EACH WEDNESDAY</p>	<p>The New York Academy of Medicine arranges these instructive talks for laymen. Dr. Iago Galdston is in charge. The December schedule:</p> <p>DECEMBER 6: Dr. Arthur C. DeGraff, professor of therapeutics, N. Y. College of Medicine: "What Can Be Done About Heart Disease in Middle Life?"</p> <p>DECEMBER 13: Dr. Samuel Karelitz, adjunct pediatrician, Mt. Sinai Hospital: "The Normal Child."</p> <p>DECEMBER 20: Dr. Alfred G. Langmann, chief, Children's Cardiac Clinic, Vanderbilt Clinic: "Rheumatic Fever in Children."</p> <p>DECEMBER 27: Dr. Clyde E. McDonald, surgeon, New York Ear and Eye Infirmary: "Where Can I Get a Good Eye Examination at a Price I Can Afford?"</p>
<p>Men Behind the Stars 4:30-4:45 p.m. EACH FRIDAY</p>	<p>Legends of the constellations are dramatized in this series, arranged by Professor William H. Barton, Jr., of the Hayden Planetarium, and Hans Christian Adamson of the American Museum of Natural History.</p>
<p>Of Men and Books 4:30-4:45 p.m. EACH TUESDAY</p>	<p>Professor John T. Frederick of the Medill School of Journalism, Northwestern University, continues to review current books.</p>
<p>Dr. Perrin H. Long 10:30-11:00 p.m. TUESDAY, DECEMBER 12</p>	<p>Dr. Perrin H. Long, who is largely responsible for the introduction of Sulfanilamide into American medical practice, discusses qualities and uses of the drug in a special CBS broadcast.</p>

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

PROGRAM AND TIME	DESCRIPTION
<p>What's Art to Me? 6:30-6:45 p.m. EACH SATURDAY</p>	<p>CBS joins the Museum of Modern Art in presenting this unusual program of drama, talks and interviews about contemporary art. On December 2 the program dramatizes the story of motion pictures, with Iris Barry, curator of the Museum's film library, as guest. Holger Cahill serves as master of ceremonies.</p>
<p>Adventures in Science 4:30-4:45 p.m. EACH MONDAY</p>	<p>Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Incorporated.</p> <p>DECEMBER 4: Mr. S. D. Kirkpatrick, editor, Chemical and Metallurgical Engineering, and Mr. Frank A. Howard, president, Standard Oil Development Corporation.</p> <p>DECEMBER 11: Dr. Dean R. Brimhall, assistant to chairman, Civil Aeronautics Authority.</p> <p>DECEMBER 18: Dr. G. H. Collingwood, Foresters of American Forestry Association.</p> <p>DECEMBER 25: Mr. Davis presents highlights of Review of Science for 1939.</p>
<p>What Price America? 1:00-1:30 p.m. EACH SATURDAY</p>	<p>These documentary programs, prepared by CBS and the Department of the Interior, dramatize America's effort to conserve natural resources. December's schedule includes the story of Puerto Rico, strategic minerals, and a Christmas program.</p>
<p>Democracy in Action 2:00-2:30 p.m. EACH SUNDAY</p>	<p>This series, presented by CBS in cooperation with the United States Office of Education, describes America's fight against disease in its first three December programs.</p>

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION																				
<p>Concert in Rhythm 10:00-10:30 p.m. EACH TUESDAY</p>	<p>Columbia's "Concert in Rhythm" orchestra presents original and arranged precision music in concert style and setting. The program, conceived and directed by Raymond Scott, features selections by Nan Wynn, popular CBS soloist, in its December schedule. Ed Cashman produces these weekly concerts.</p>																				
<p>CBS Vocalists VARIOUS HOURS MONDAY THRU SATURDAY</p>	<p>The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:</p> <table border="0" data-bbox="790 833 1229 900"> <tr> <td>Hubert Hendrie</td> <td>Genevieve Rowe</td> </tr> <tr> <td>Michael Loring</td> <td>Nan Wynn</td> </tr> </table>	Hubert Hendrie	Genevieve Rowe	Michael Loring	Nan Wynn																
Hubert Hendrie	Genevieve Rowe																				
Michael Loring	Nan Wynn																				
<p>Deep River Boys, Four Clubmen VARIOUS HOURS</p>	<p>These harmony groups are featured on the Columbia Network through the week. Each has a distinctive vocal style and continues to be a network favorite.</p>																				
<p>Dance Orchestras VARIOUS HOURS MONDAY THRU SUNDAY</p>	<p>America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for December:</p> <table border="0" data-bbox="790 1328 1223 1652"> <tr> <td>Louis Armstrong</td> <td>Carl Lorch</td> </tr> <tr> <td>Mitchell Ayres</td> <td>Leighton Noble</td> </tr> <tr> <td>Richard Bono</td> <td>Harry Owens</td> </tr> <tr> <td>Bob Chester</td> <td>Ray Pearl</td> </tr> <tr> <td>Eddie Duchin</td> <td>Louis Prima</td> </tr> <tr> <td>Benny Goodman</td> <td>Tommy Reynolds</td> </tr> <tr> <td>Everett Hoagland</td> <td>Buddy Rogers</td> </tr> <tr> <td>Sammy Kaye</td> <td>Tommy Tucker</td> </tr> <tr> <td>Vincent Lopez</td> <td>Lawrence Welk</td> </tr> <tr> <td></td> <td>Paul Whiteman</td> </tr> </table>	Louis Armstrong	Carl Lorch	Mitchell Ayres	Leighton Noble	Richard Bono	Harry Owens	Bob Chester	Ray Pearl	Eddie Duchin	Louis Prima	Benny Goodman	Tommy Reynolds	Everett Hoagland	Buddy Rogers	Sammy Kaye	Tommy Tucker	Vincent Lopez	Lawrence Welk		Paul Whiteman
Louis Armstrong	Carl Lorch																				
Mitchell Ayres	Leighton Noble																				
Richard Bono	Harry Owens																				
Bob Chester	Ray Pearl																				
Eddie Duchin	Louis Prima																				
Benny Goodman	Tommy Reynolds																				
Everett Hoagland	Buddy Rogers																				
Sammy Kaye	Tommy Tucker																				
Vincent Lopez	Lawrence Welk																				
	Paul Whiteman																				

CBS SHORT WAVE PROGRAMS

PROGRAM AND TIME	DESCRIPTION
<p>CBS SHORT WAVE BROADCAST SCHEDULE TO EUROPE AND SOUTH AMERICA</p>	<p>Columbia's schedule of programs to Europe and South America, over short wave station WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South America listeners, as well as selected programs heard regularly over the network. The present schedule includes 63½ hours of short-wave broadcasts each week to Europe and 45½ to South America.</p>
<p>News Broadcasts 1:30-1:45 p.m. 5:00-5:50 p.m. 5:50-6:00 p.m. MONDAY THRU FRIDAY 11:00 a.m.-12 noon SATURDAY</p>	<p>Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange prices and closing prices.</p>
<p>Hollywood News MONDAY, 2:30-2:45 p.m. TUESDAY, 8:15-8:30 p.m. THURSDAY, 7:45-8:00 p.m.</p>	<p>In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Spanish, and Portuguese respectively. Information for the program is furnished by many producing companies.</p>
<p>News in Spanish 6:45-7:00 p.m. MONDAY THRU SUNDAY</p>	<p>This program of world-wide news events is broadcast in Spanish, Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, and Saturday and Sunday by Americo Lugo-Romero.</p>
<p>News in Portuguese 7:15-7:30 p.m. MONDAY THRU FRIDAY</p>	<p>Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.</p>

SPECIAL CBS BROADCASTS TO EUROPE

SPECIAL CBS BROADCASTS TO SOUTH AMERICA

**TYPICAL CBS
PROGRAMS TO
EUROPE AND
SOUTH AMERICA**

PROGRAM AND TIME	DESCRIPTION
<p>Carmen Castelo's Broadway Column in Spanish FRIDAY, 7:30-7:45 p.m.</p>	<p>The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.</p>
<p>Women's Program in Spanish 9:30-9:45 p.m. EACH TUESDAY AND THURSDAY</p>	<p>Presented under the auspices of the Human Relations Committee of the National Council of Women of the United States, this series features news of special interest to the women of Latin and South America.</p>
<p>Cultural News in Spanish 8:15-8:30 p.m. EACH WEDNESDAY</p>	<p>Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.</p>
<p>New York Philharmonic Symphony Orchestra SUNDAY AT 3:00 p.m.</p>	<p>The regular Sunday afternoon concerts by the New York Philharmonic-Symphony from Carnegie Hall are broadcast in full to South America and to Europe.</p>
<p>Other Program Highlights VARIOUS HOURS MONDAY THRU SUNDAY</p>	<p><i>To Europe:</i> SUNDAYS: Democracy in Action; MONDAYS: American School of the Air, Adventures in Science, Americans at Work (recorded rebroadcast); WEDNESDAYS: Bob Crosby's Orchestra (recorded rebroadcast). <i>To South America:</i> DAILY: Elmer Davis and European News Broadcasts; MONDAY THRU FRIDAY: H. V. Kaltenborn; SUNDAYS: Sunday Evening Hour; MONDAYS: Columbia Concert Hall; WEDNESDAYS: Columbia Concert Hall, Burns and Allen, Star Theatre; THURSDAYS: Kate Smith Hour; SATURDAYS: Your Hit Parade.</p>

APPENDIX:

NOVEMBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of November programs which were arranged too late for inclusion in the last month's issue of *THE COLUMBIA PROGRAM BOOK*.

PUBLIC AFFAIRS

NOVEMBER 4: Senator Gerald P. Nye (R) of North Dakota, staunch isolationist and opponent of the recent repeal of the arms embargo, discussed the neutrality question, then before Congress, 10:45-11 p.m.

NOVEMBER 12: Samuel B. Pettengill, former Congressman from Indiana and an author of the Communications Act of 1934, discussed the provision of the National Association of Broadcasters code forbidding sale of radio time for controversial discussions. Speaking under the auspices of the National Committee to Uphold Constitutional Government, of which he is vice-chairman. Mr. Pettengill entitled his address "Radio and Free Speech," 1:45-2 p.m.

NOVEMBER 14: John G. Winant, former governor of New Hampshire and now director of the International Labor Office, discussed the aims and methods of his organization in a special CBS broadcast. Mr. Winant spoke from the twentieth anniversary banquet of the Labor Office, held at the Mayflower Hotel in Washington, 10:45-11 p.m.

NOVEMBER 21: John G. Winant, director of the International Labor Office, was heard

again over the Columbia network, this time in a round-table discussion originating at the I. L. O.'s convention in Havana, 10:45-11 p.m.

NOVEMBER 28: Lord Lothian, British Ambassador to the United States, delivered a formal speech as he entrusted the original copy of the Magna Charta to the Library of Congress for safe-keeping until the European war ends. The precious manuscript was accepted by Archibald MacLeish, Librarian of Congress, whose address was also broadcast over CBS, 4-4:15 p.m.

NOVEMBER 28: Postmaster General James A. Farley, chairman of the Democratic National Committee, and John D. M. Hamilton, chairman of the Republican National Committee, presented their opinions on the subject of "Shall Student America Concern Itself with Politics." in a special CBS broadcast. Joining Hamilton and Farley in the symposium were Governor Lloyd C. Stark of Missouri and Dr. Franc Lewis McCluer, president of Westminster College, which arranged the broadcast, 10:45-11 p.m.

SPECIAL EVENTS

NOVEMBER 9: Professor Harold Clayton Urey, discoverer of "heavy water," and Pro-

fessor Enrico Fermi, both Nobel Prize winners, were heard in a special CBS broadcast commemorating the 75th Anniversary Celebration of the Columbia University School of Engineering. The Columbia professors joined with Dean Joseph W. Barker of the School of Engineering and Watson Davis, Director of Science Service, in the program. 7:15-7:30 p.m.

NOVEMBER 13: A message by Pope Pius XII on the occasion of the 50th anniversary of the Catholic University of America was broadcast over CBS nationwide network. The Pope's remarks, which came from Vatican City, were his first heard in this country since the outbreak of war in Europe. 12-12:15 p.m.

NOVEMBER 14: Outstanding CBS stars joined in a gala half-hour salute to Columbia's station KWKH in Shreveport, La., celebrating increase in its power from 10,000 to 50,000 watts. Participating in the tribute were Raymond Scott, Nan Wynn, Jerry Cooper, the Modernaires, Bob Trout, and Mel Allen, 10-10:30 p.m.

NOVEMBER 15: President Roosevelt spoke over the nationwide Columbia network in connection with the cornerstone-laying exercises for the new Thomas Jefferson Memorial, near the Lincoln Memorial in Potomac Park, Washington, 2:30-2:45 p.m.

NOVEMBER 18 AND 25: Not scheduled until several days before each contest, in order to insure timely coverage, were Ted Husing's graphic descriptions of the Missouri-Oklahoma battle for the Big Six Title and of the Notre Dame-Southern California classic, 2:15-5 p.m.

NOVEMBER 19: Rodrigue Cardinal Villeneuve of Quebec officiated at the dedication of the New House of Studies of the Oblates of Mary Immaculate in Washington. In addition to his address, the Oblate Choir of 51 voices was heard on the special Columbia program, 1-1:30 p.m.

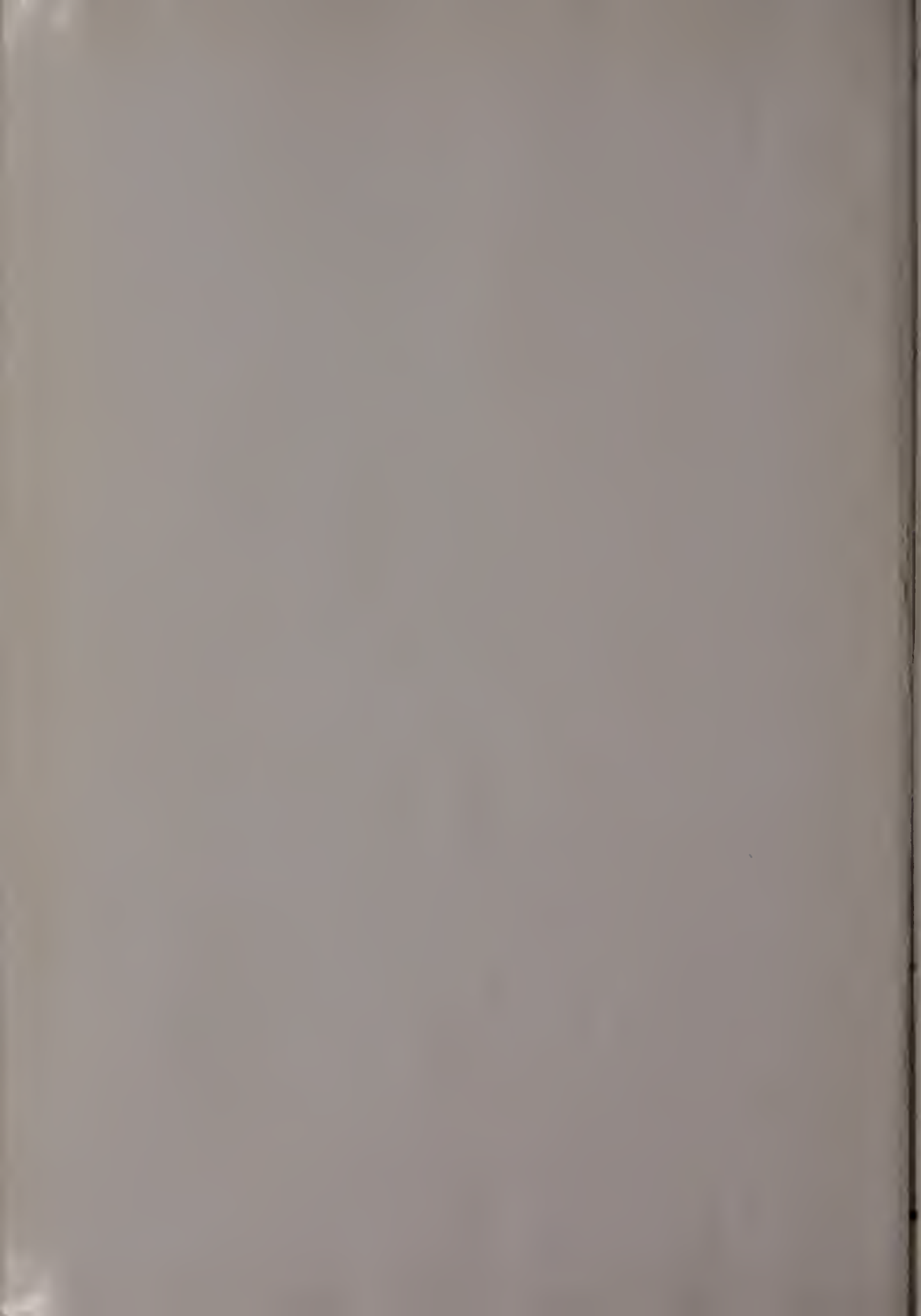
NOVEMBER 19: President Roosevelt's address at the cornerstone ceremonies in Hyde Park for the library to house his public and private papers was broadcast over the nationwide CBS network, 3-3:15 p.m.

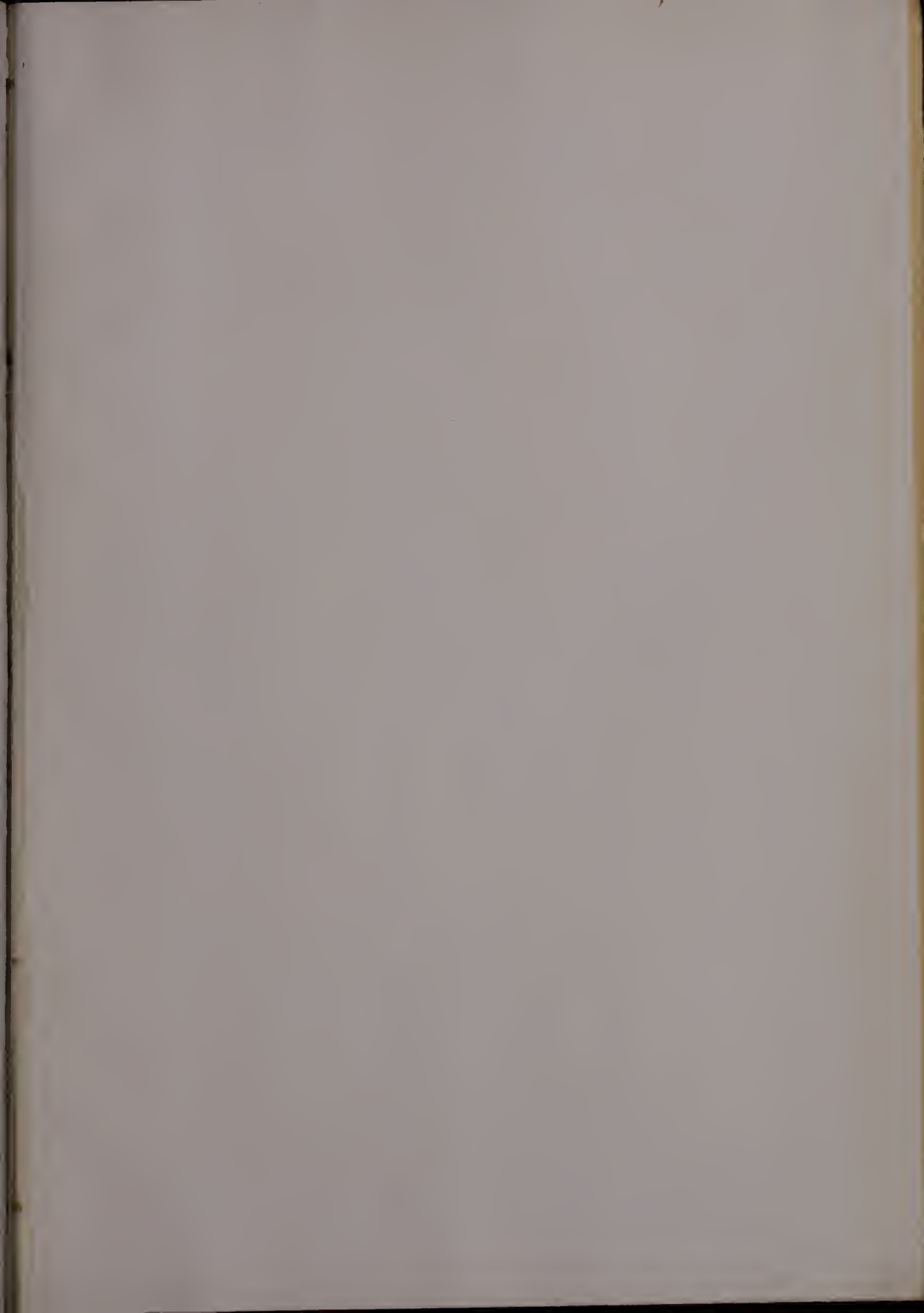
NOVEMBER 22: Dr. Arthur H. Compton, Nobel Prize winner and eminent physicist, discussed "Science and Religion" in a Columbia educational feature, 4-4:15 p.m.

NOVEMBER 23: Bob Trout interviewed the young infantile paralysis patient, who drew the prize seat next to President Roosevelt, at the Warm Springs Foundation's Thanksgiving Dinner, 6:30-6:45 p.m.

NOVEMBER 24: Dr. Winifred Nash, head of the English department of a Boston high school, answered the question, "Can a Sense of Humor Be Developed", in a CBS broadcast in connection with the convention of the National Council of Teachers of English, 4-4:15 p.m.

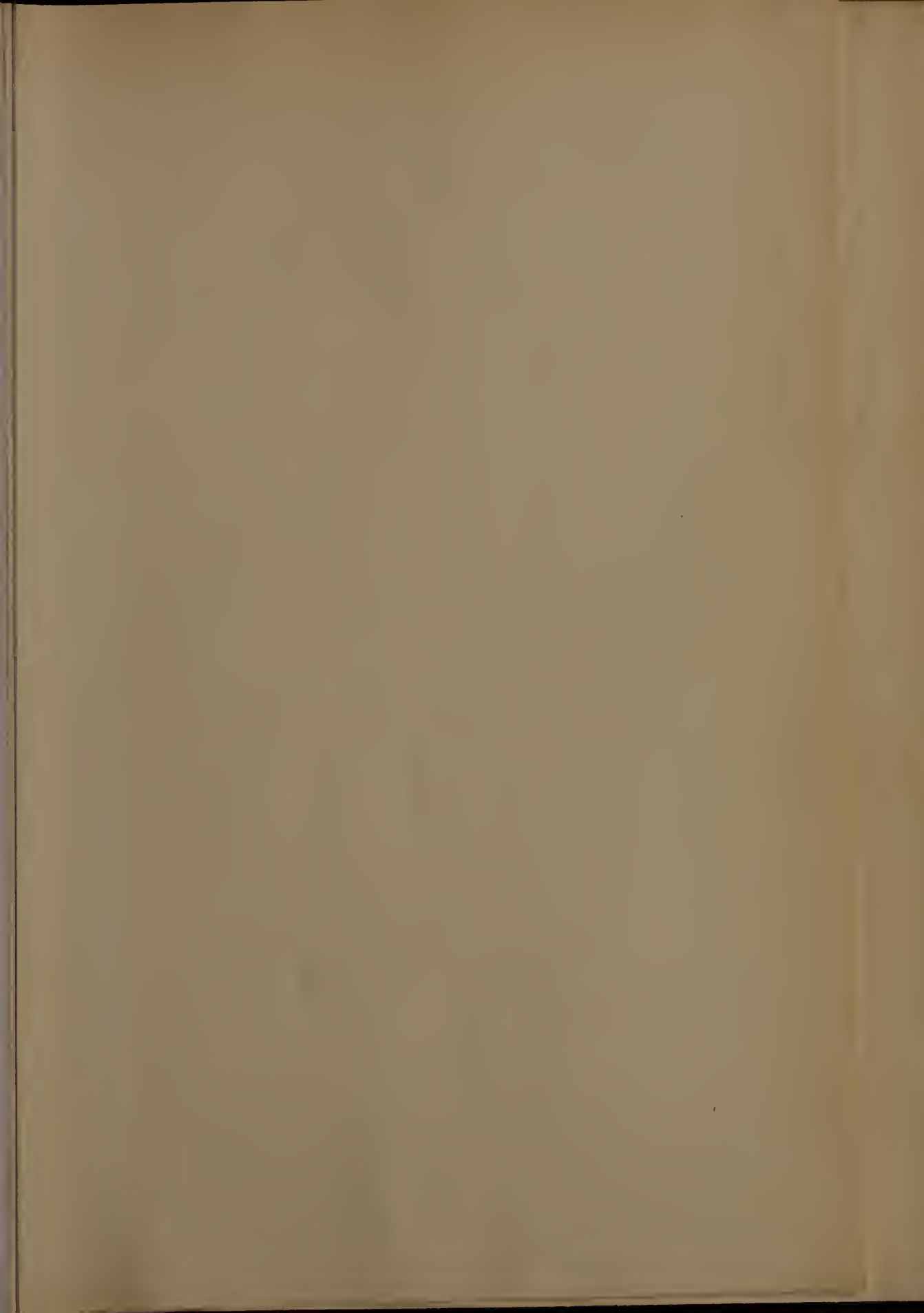
NOVEMBER 28: Tribute was paid to the memory of Anton Rubinstein in a recital of his music over CBS, marking the centenary of his public debut. Selections from his songs and piano compositions were performed by Genevieve Rowe, soprano; Hubert Hendrie, baritone, and Vera Brodsky, pianist, 3:35-4 p.m.

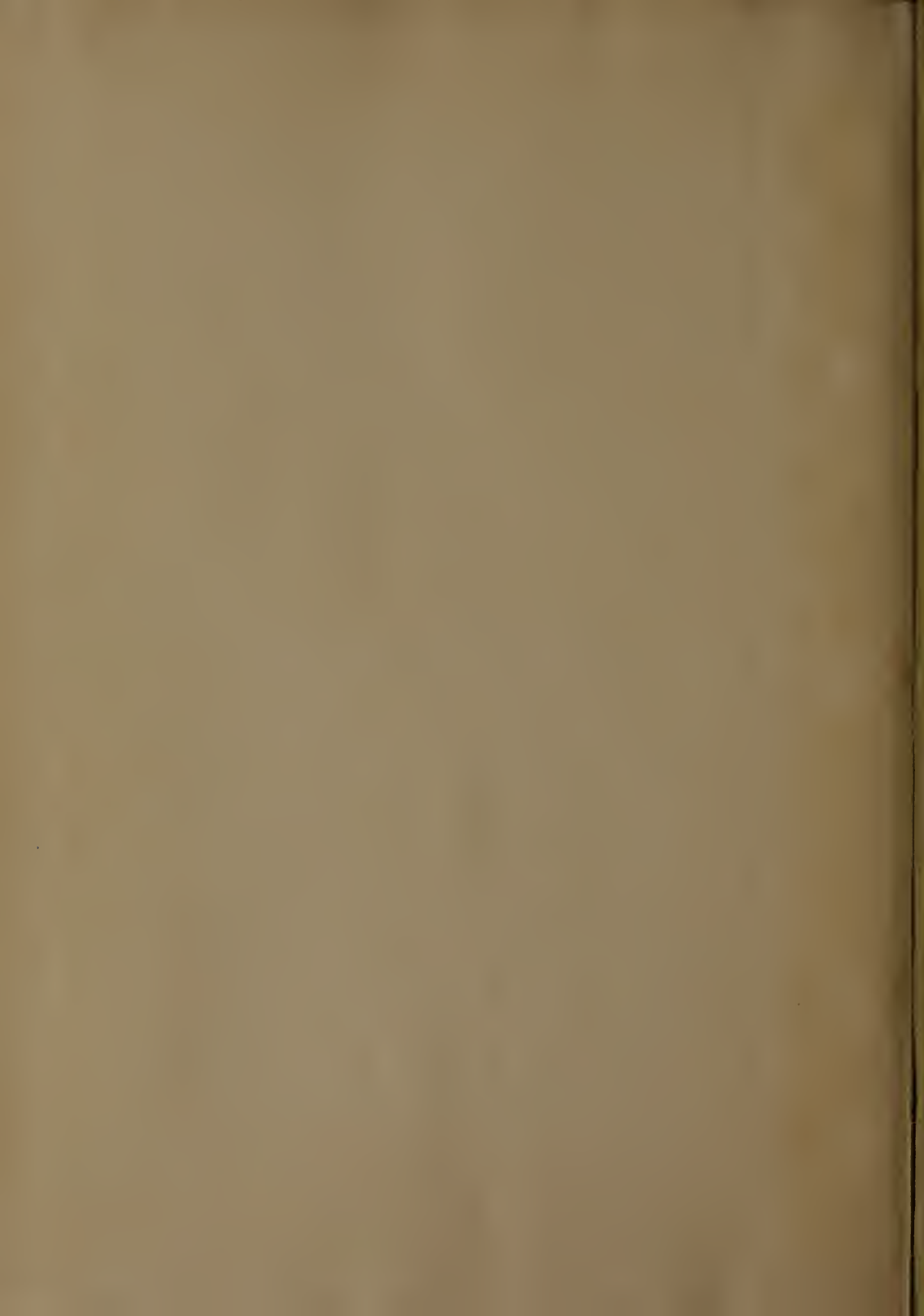




THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
1622 Chestnut Street, Philadelphia • 410 North Michigan Avenue, Chicago • 902 Fisher Building,
Detroit • Mart Building, St. Louis • Hotel Alms, Cincinnati • 625 Second Avenue, South
Minneapolis • Wilder Building, Charlotte, N. C. • 817 Earle Building, Washington • Columbia
Square, Hollywood • Palace Hotel, San Francisco • 14 Langham Place, W. I., London





CBS PROGRAM BOOK

1939

DATE

ISSUED TO

1939

LIBRARY *of the*
NATIONAL BROADCASTING CO., Inc.
R C A BUILDING
30 ROCKEFELLER PLAZA
NEW YORK, N. Y.

